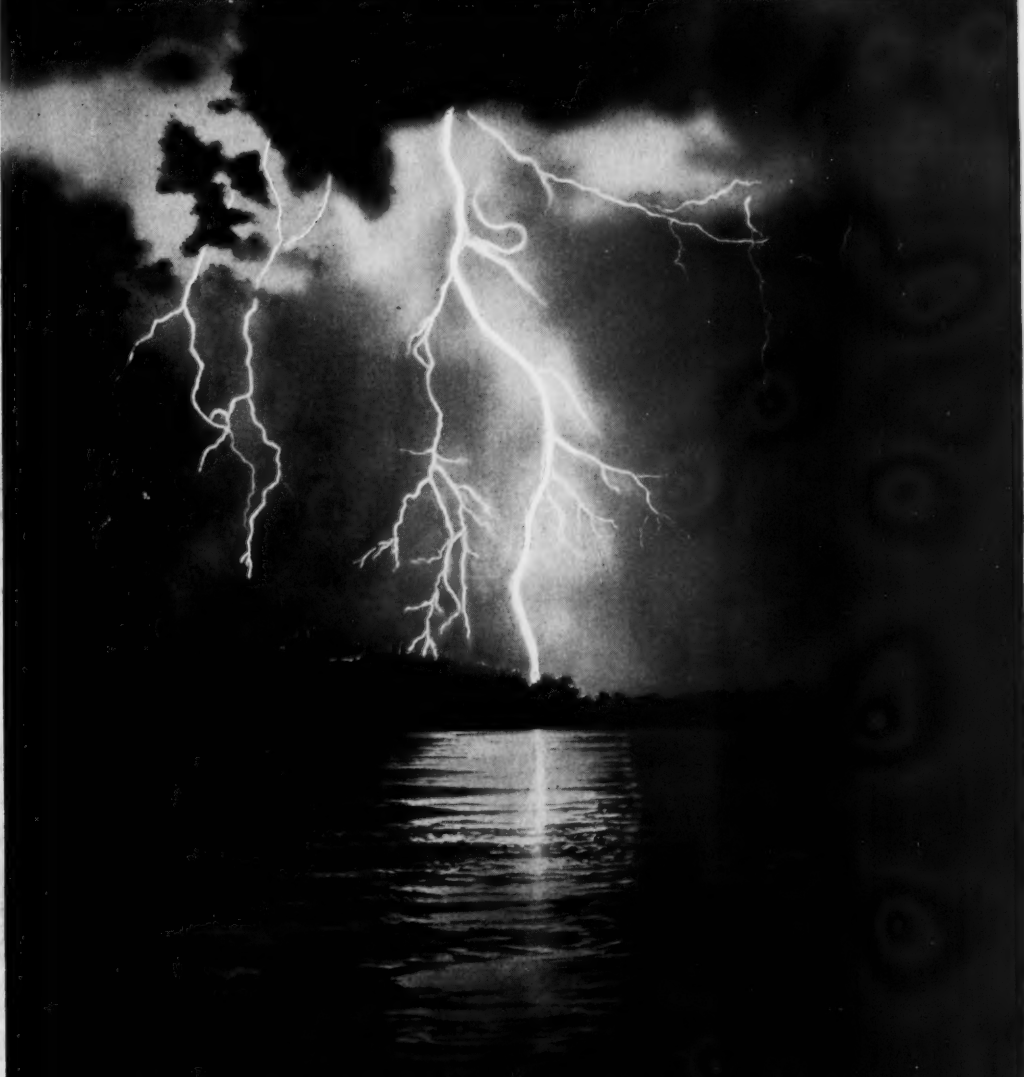


VOL. II. NO. 2



ONE DOLLAR PER YEAR

SELLING ELECTRICITY



AUGUST, 1907

Published Monthly by the C. W. LEE CO., 54 Clinton Street, Newark, N. J.



"IT SUITS MY CUSTOMERS"

Said a prominent central station manager,
speaking of the

AMERICAN STEEL CLAD IRON

That is what the wise manager wants—a flat iron that will **suit the user**—a flat iron that does not burn out or require repairs—a flat iron that **earns money** for the lighting company.

As a **money-making** proposition, the **AMERICAN STEEL CLAD IRON** ranks first. Electrically, mechanically and **commercially** it is the best iron on the market.

Don't buy on blind faith, make us prove it.

Bulletin "S" contains the evidence.

**AMERICAN
ELECTRICAL HEATER CO.
DETROIT, MICH.**

Create A Demand

among your customers for electric heating devices by showing them something which will meet many every-day needs of the household—say, for instance, a **Simplex Electric Water Cup**.



Made in one pint and one quart sizes, and will boil a full pint of water in from three to five minutes.

A distinct feature of the **Simplex** is a safety device which automatically cuts off the current if left in circuit without water.



SEND FOR CATALOG "S"
SIMPLEX ELECTRIC HEATING CO.
CAMBRIDGE, MASS.
Chicago Office Monadnock Block

SELLING ELECTRICITY ADVERTISERS.

THE FREE PROPOSITION

===== IS A =====
GOLD MINE
=====

For Central Stations

===== IF =====

FEDERAL INTERCHANGEABLE ELECTRIC SIGNS

✧ ARE USED ✧
✧

A central station manager writes us that he paid for his signs and netted eight cents per K. W. for his current. You can do the same. We'll tell you how.
✧

Federal Electric Company

LAKE & DESPLAINES STREET

CHICAGO, ILL.

Eastern Agent—Federal Sign Sytem (Electric)
317 W. 42d St., New York.

In writing to advertisers, mention "Selling Electricity."

SELLING ELECTRICITY ADVERTISERS.

Announcement



WE hope within a very few days to send our new art catalogue of electric portables to every one of the several hundred people who has written us for a copy. Owing to unforeseen delays with the art work and the color plates, this book is not yet off the press, although it was promised to us in June. Every request we have received, however, has been filed, and all will be honored with the very first consignment from the printer.

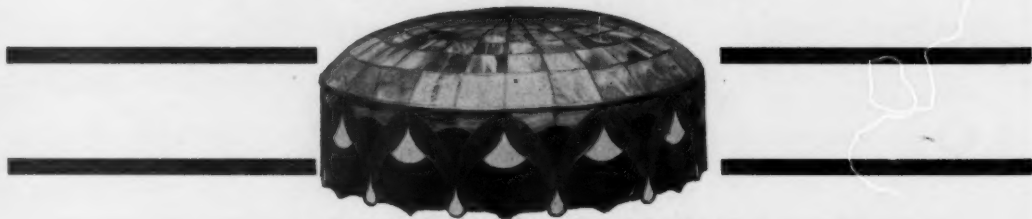
Making this explanation and apology, we wish further to assure our patrons that if they could see the proofs now in our hands they would be well content to wait a few days longer for the book, for it is absolutely the handsomest as well as the largest catalogue of portable shades ever published. In the color photograph work our artists have successfully accomplished effects never before attempted in the field of commercial art. Instead of illustrating the shades as they appear in daylight, they were photographed at night with the light shining through them, and are to be seen just as they would look in your display room or in the homes of your customers. The mellow radiance with all the marvelous hues and tints of opalescent glass is actually shown in each one of these colored photographs.

Remember that our line of art glass shades and domes is the largest and most complete in America, that you ought to see what we have to offer before buying elsewhere, and get in your name for a catalogue today.

Unique Art Glass & Metal Co.

Brooklyn

New York



In writing to advertisers, mention "Selling Electricity."

SELLING ELECTRICITY

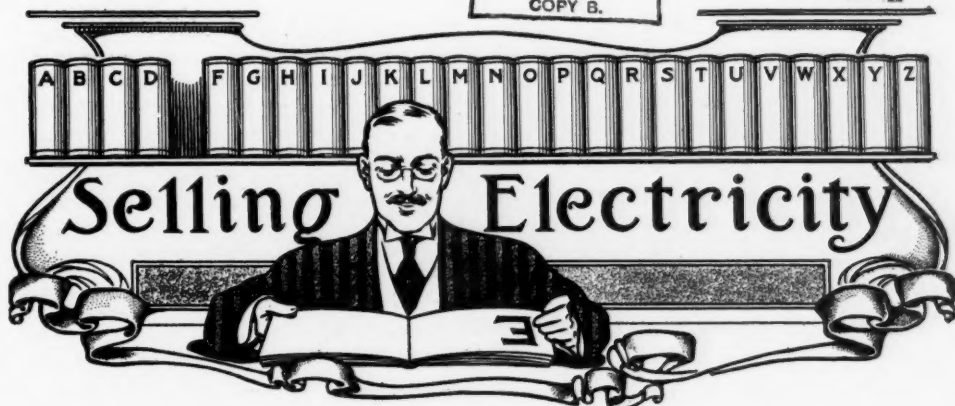
A Magazine of Business Getting for Central Stations and Electrical Men Generally

FOR AUGUST, 1907

Cartoon	Frontispiece
Editorial	5
Indirect Supervision of Electric Autos	By Frank B. Rae, Jr. 9
How the Columbus Railway & Light Company Fosters the Auto Charging Business.	
Inexpensive Decoration	11
A Gas and Electric Show that Excited Much Interest.	
News That Advertises. Part 2	By W. E. Hicks 15
Examples of Successful Press Agent Work.	
Co-Operative Street Lighting in a Small City	19
How the Peoples' Light, Heat and Power Company Has Worked Out a Practical Plan That Gets the Business.	
The Newlyweds—Their Baby	Cartoon 22
The Kid Breaks Into the Electrical Industry.	
Strategy in Soliciting	By Frederick A. Wegner 23
How to Go After a Difficult Prospect on His "Blind Side."	
Cash Prizes to Central Station Employees for Efficient Service	By J. S. Kirkpatrick 25
How a Central Station Encourages its Solicitors to Get New Business.	
Complaints	By William H. Stuart 27
How to Meet and Deal With the Public When it Has a Kick to Register.	
The Co-Operative Creeds	29
Result of Co-Operative Electrical Development Association's Prize Contest.	
Ideas From Everywhere	31
The Best Thoughts on Business Getting Abstracted From the Electrical Press and Business Magazines.	
The Month in the Field	33
News Items of Interest to Central Station Business-Getters.	
The Ad Man Speaks	39
Straight Talk on the Results of Summer Advertising.	



LIBRARY OF CONGRESS
Two Copies Received
AUG 28 1907
Copyright Entry
CLASS XXc., No.
COPY B.



Entered as Second Class Matter July 26, 1907, at the Post Office at Newark, N. J., Under Act of Congress of March 3, 1879.

Volume 2

AUGUST, 1907

No. 2

COMPETITION

BEFORE it became known that mosquitos spread fever and death, people contented themselves with waiting until a full grown specimen of the flying swordfish had landed securely upon their persons and was contentedly feasting before they attempted its annihilation. But with an appreciation of the danger of this method came a change in fighting tactics, so that to-day we pour standard oil into the mosquitos' breeding places, killing the larvae by millions where we used to destroy the full grown bird individually.

While it is a long mental haul from mosquitos to competitive lighting plants, there is profit in the journey. You may recall that your present prime mover is but the development of Watt's wife's teakettle. The principle of pouring oil on the spawn of mosquitos may suggest means of fighting competition.

There is always a cause behind central station competition.

Municipal ownership and competing private plants do not "just happen." Perhaps it is dissatisfaction, with imaginary grounds; perhaps it is a politician of easy conscience; perhaps it is something else—it really doesn't make any difference. The main point is that competition has a cause and it is a whole lot easier to fight causes than results. It's not a serious matter to drown a puppy, but if one waits until the pup attains maturity and a good set of teeth, the job may take on serious, even dangerous, complexion.

And yet not in one case in twenty, where competition either by municipal or private plant is threatened, does the Old Established Management bestir itself until too late. "Nothing in it," says the imperturbable O. E. M. "We have nothing to fear from agitation," and goes on his untroubled way. Meanwhile dissatisfaction,

feeding upon this very indifference, finds vent in competitive franchises; municipal ownership develops from agitation to become a reality. The Old Established may have attempted, probably did attempt, to smother this uprising as it had so successfully smothered others. Undoubtedly an emissary in gum shoes and with a dough-bag interviewed the political "boys." Good old reliable *pater familias* and *pro bono publico* were influenced to write tainted letters to the papers—to be torn to shreds next day by *vox populi* or *fiat lux*. But for the most part smug indifference and mistaken security clothe the management of the old company until—it is too late.

Then comes the merciless cutting of rates, the pitiful appeal for unmerited loyalty from those whom the old management has always antagonized. Finally comes consolidation, if the competition is with a private concern.

Consolidation—but at what cost?

In one city in the middle west, competition was allowed to get a foothold. It was meagre competition with no backing, a cheap plant and inadequate service. It grubbed along miserably for several years until taken over by more experienced men. An offer of consolidation was made by the weak to the strong, to be rejected. Then warfare.

The city contract had expired and the new company bid on it; the old company being required to bid lower. The new manager estimated actual cost; the old company was compelled to figure below cost or see the business go. Fifty thousand dollars per year was the price cut, and on a ten year contract—interest at five per cent. on one million dollars!—half a million dollars cash loss during the life of this contract.

To-day the companies are one—peace reigns—the men who would not be bluffed by competition congratulate themselves upon the way they negotiated the merger. But every day for the next ten years there will be \$137 less of NET PROFITS—each year \$50,000 less available for dividends.

"Nothing to it," says Old Established.

THE OHIO CONVENTION AND OTHERS

In a notice sent out by the secretary of the Ohio Electric Light Association calling the faithful to attend the next convention, one reads, "The papers are all by Central Station Men."

This is indeed good news.

The other day a convention was held in Lincoln, at which two of the three papers presented were by representatives of manufacturers. At the recent Acetylene Association convention also, at least two of the papers were by manufacturer's representatives, in one case, the "author" reading copious extracts from his firm's catalog. One of those present said it was very interesting and instructive.

Last year, two rival manufacturers took occasion to fight out their differences verbally, on the floor of the Ohio convention. Those delegates who went to enjoy an interchange of ideas with fellow central station men were compelled to listen to an all too acrimonious interchange of sales arguments. Nothing was gained by it, for those present had heard the same arguments by the same men each in his own office at home. The only advantage was with the manufacturers, who received free advertising in the trade paper reports of the meeting.

So the Ohio Association has cut out the manufacturers. It is a good move.

The same notice contains this further statement. "The papers are already printed."

This suggests a reform.

At the last National Convention the idea was stated that when papers were printed in advance, as they usually are, it would be a wise policy to limit the meetings to discussion. The suggestion has since found its way tentatively into the technical press.

After all, why not?

While most central station men, especially those managing the smaller plants, combine in one person supreme ability as electrical engineer, business man, commercial agent, political manager, accountant, and advertising expert, very few can claim in addition to these accomplishments any very great ability in the rostrum. As a rule they suffer acutely from buck fever whenever called upon to engage in oratory. With the best of intentions and with ample preparation beforehand, they stagger through the reading of a paper in sing-song fashion, their voices keyed somewhere between a murmur and silence. It is a nerve-racking ordeal, painful to reader and agonizing to auditor, the latter being under an obligation imposed by courtesy of applauding the weak efforts of the former.

Why prolong the suffering? Has no one the moral courage to take the stand against the paper-reading evil? No man wants to read papers; assuredly, no one wants to listen to them being badly read. It seems as though the reverse of a famous legislator's famous *mot* should be true; that the way to discontinue is to quit.

Let's quit.

A LITTLE MODEST BRAGGING

"TO brag is human," said an English wit, to which his friend from the States added, "And to make good, American."

We are human and American. We can't forego a bit of brag when the occasion seems propitious, but we know that braggadocio without good, substantial backing is but a step short of suicide. Americans demand, of themselves and of others, results. "What can you do?" is the first question; "What have you done?" the second. You are taken at your own valuation plus your record. Brag, if you must, but make good. That's American.

The record of SELLING ELECTRICITY is open. It has been running a little more than half a year. In that time it has done what very few magazines can boast—it has justified its existence, won subscribers, convinced advertisers.

Now for a little brag.

The magazine, beginning next month, will be increased sixteen pages. This means in the reading pages, not advertising. And these sixteen pages will be filled with some new features, the equal of which can not be found in any trade periodical

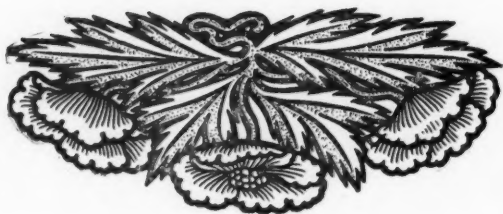
in the country—features that for quality, for practical benefits to readers, no man in the central station industry can afford to overlook.

Paul Lupke, whose paper entitled "Accidents" at the Washington Convention won him the sobriquet "Ben Franklin of the National Association," will begin a series of articles in the September issue. We don't know what the articles will be about, and don't very much care. Lupke's name alone is guarantee that they will be pithy, droll and full of hard common sense. They will look upon the problems of the central station manager from all sides, for Lupke, while a commercial manager of ability is well known as a masterly technician.

Then there will be something upon the practical commercial application of illuminating engineering, by a man recognized the world over as the final authority on this science. It's not a technical series, but practical—the kind of information and suggestion that you can apply right in your daily work. We recognize that what our readers want is the practical, helpful, use-it-to-day kind of material, not abstruse discussions of technicalities. Most of us are face to face with a condition, a concrete problem in illumination, not theoretical considerations. One needs the technical part, but one needs even more an understanding of the practical application of the technical. That is what this series of articles will give.

Finally the subject of salesmanship will be treated, and this series will be without doubt the most valuable in the magazine. The theory and practice of salesmanship is something that can—despite a general opinion to the contrary—be reduced to terms and codified into a working text-book of the art of selling. The articles on salesmanship which we shall print will be thoroughly practical. They will be short, crisp, readable. Every man engaged in selling electricity will find plenty of helpful suggestions in them. They are written by a man who knows.

These, then, are a few of the things that will mark the September issue of SELLING ELECTRICITY.



INDIRECT SUPERVISION OF ELECTRIC AUTOS

How the Columbus Railway and Light Company Fosters Auto Charging Business.
The Story of a Failure That Turned Out a Success.

By FRANK B. RAE, JR.

IT IS pretty generally conceded that the charging of electric automobiles is desirable business, and business which should be fostered by electric light companies. Nor are there lacking many advocates of the proposition that such companies may properly and profitably engage in the business of garaging; even to the point of taking agencies for cars and adding the revenue of direct sales of machines, batteries and auto accessories to the income derived from the current for charging which is the basis of the business. This latter plan has worked successfully in at least one instance, but it involves a considerable investment, necessitating the organization of a trained selling force, depends upon a large market and involves a large amount of both time and energy. Such a combination of means and circumstances seldom occurs in one locality and then only in a large city.

To the Columbus Railway and Light Company must be given the credit for solving the problem of garaging in a new way, and their experience is one from which many may profit.

Sometime in 1905, this company realized that a considerable revenue was slipping away because of the com-

parative unpopularity of the electric automobile. It was the old story—battery troubles were giving this type of car a black eye.

The first step, obviously, was the establishment of a garage where the company's battery experts might charge, inspect and repair batteries. This was easy, as the Columbus Railway and Light Company has two immense station batteries (one of 370 cells) and the experts in charge could well be spared for this service. So a garage was established. It was a good-sized building erected next to one of the company's stations. Instruments and equipment were installed and the new move was given some



The Storage Battery Department Where Electric Automobiles were Charged and Batteries Overhauled by the Company's Experts.

very effective publicity through the daily papers.

The garage was a failure.

The company considered inspection and charging its whole duty. It contended that it was in business to sell current, and while ready to lend a hand in the work of maintaining such machines as were brought in, it did not care to run a livery business to clean and deliver, or to sell odds and ends of equipment. As a result, the auto-enthusiasts kept their machines in the regular garages where they could get every service, and utilized the company's charging station only for an occasional inspection. The company got the hard work and the regular garages held on to the profitable business. After this had gone on for the better part of a year, each month showing a neat deficit against the automobile department, Mr. L. C. White, Assistant General Superintendent, decided to abandon it.

So far the experience of the Columbus Company had been that of many

others who have tried similar measures of popularizing the electric car, but with the announcement that the garage would be closed there was a decided change. The Columbus Buggy Company, manufacturers of electric autos, looked upon the shut-down with as great alarm as they had viewed its establishment with satisfaction. They let it be known that the battery supervision of the lighting company's experts was vital to their business and made a proposition to take over the garage and maintain it upon a fair basis, providing this supervision would continue.

While the plan did not work out exactly as first proposed, that, in effect is what has been done. The Columbus Buggy Company established two garages at strategic points, taking current from the lighting company. Here cars are "boarded"—charged, cleaned and repaired, called for and delivered. For business reasons, the garages are conducted under names than that of the manufacturing firm. Also for business reasons, whenever any serious battery trouble occurs in a "boarder," the car is quietly towed to a small shop attached to the lighting company's building where the same battery experts who previously made inspections gratis earn a good fee for the company by eliminating "bugs."

The new plan works to perfection. Since last fall, over 160 cars made by one manufacturer have been sold in that city alone. Thorough satisfaction is expressed by owners of the electric autos. The Columbus Railway and Light Company is at no expense or trouble, and has a constantly increasing income from the current it sells to keep the electrics running.



Interior View of Abandoned Storage Battery Department.



INEXPENSIVE DEMONSTRATION

A Gas and Electric Show that Excited Much Interest and Cost Little Money.

How Almert of Wichita Does Things.

ANYONE who knows Harold Almert of Chicago, Three Rivers, Wichita, Delavan, Oak Park and elsewhere, knows that there is nothing "fancy" about him. He is physically and otherwise, solid and substantial—a good deal like Bill Taft, only different. He doesn't believe in flossy theories, mahogany furniture or bluff. His name doesn't appear in the papers very regularly, but that is because most papers, for all their self-assumed shrewdness, are as blind to real worth as they are susceptible to the heated vaporings of the con-artist. Almert is one of those people who believes in doing things instead of talking about them, but he doesn't start to do until he knows he can. He doesn't try to swing an elephant around his head by its tail; he doesn't bite off more than he can chew. He has common sense.

All this may sound very trite and uninteresting, but when one gazes about at the vast army of central station men who are applying—or endeavoring to

apply—metropolitan methods to jerk-water hamlets, it is refreshing to turn to something real and sensible in the way of practical commercial progress by one who realizes his town's limitations and goes only as far as he can. That is what Harold Almert did at Wichita.

The Wichita Gas, Electric Light and Power Company supplies natural gas,

The
Wichita Gas, Electric Light and Power Co.
request the presence of
Yourself and Friends
at the
Gas and Electric Show
to be given at the corner of Market and Douglas
afternoons and evenings, one week
beginning
Monday evening, June 17

Invitation Used at Wichita.

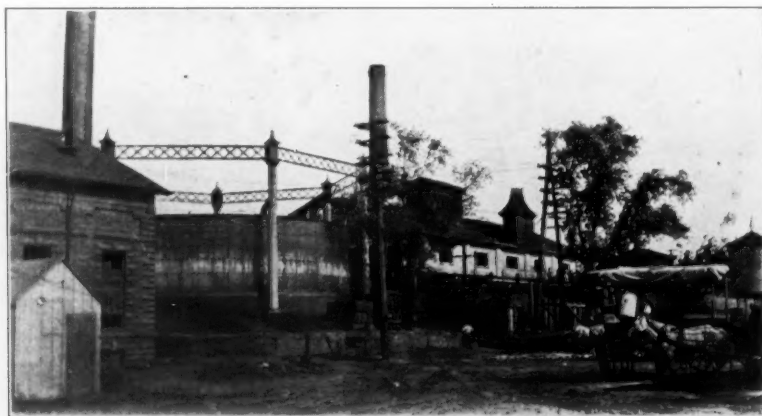


Interior of the Show Room.

manufactured gas and electricity to a city of 25,000. Recently the company changed hands and Almert came into command. As a starter, and to introduce the concern to the populace of Wichita, he decided upon a Gas and Electric Show. There is little novelty in the idea; but in carrying it out was displayed a brand of common sense so rare as to justify the adjective unique.

A store on the main street was rented—not an armory or an auditorium,

but a common, ordinary, double-front store. The store had the advantage of being cheap. Also, as before stated, it was on the main street, had ample window space and admitted of easy decoration. Then the "Show" was advertised to continue for a single week—not a fortnight or a month. That meant that interest could be maintained, that the display would not become stale, the demonstrators tired and indifferent, the public bored.



The Wichita Gas and Electric Company's Plant.



The Improvised Show Room

When the place was decorated and a sign erected, the hand of the sensible Almert was again in evidence. The sign was of muslin, costing but a couple of dollars, and lighted by a border of lamps; the decorations were home made and inexpensive. Every step was marked by sensible economy. Though only 250 lamps were used in the entire show, the effect was as good and the practical results the same as though there had been a lavish expenditure.

To attract attention to the display, some 2,000 well printed and tasteful invitations were sent out through the mails to customers and "live" prospects, and newspaper space was used liberally. Miss Martin, who demonstrates General Electric heating appliances, was featured as one of the attractions, and her ability and experience proved of great assistance to the local employes in making the exhibits interesting and attractive.

It being the idea of the management that people visiting such a display are inclined to be bashful, hesitating to ask questions which might display ignorance, a large number of signs were lettered and hung everywhere about the exhibits. These were not dignified, but they were better—they were effective. Visitors read them and smiled and were interested. "Hell can't be much worse than using a coal stove this hot weather," read one sign. The Methodist preacher kicked, but his wife said, "Thank God, it won't be," and opened negotiations for a gas range. There were dozens more of these signs, not all so plain spoken, but equally terse, pointed and effectual.

The exhibit which created the most interest among the public was that of a meter without the case, so connected that one could see exactly how it ran with different numbers of lamps in circuit. Attention was called to this

exhibit by the sign, "People who read their meters don't kick on the bills," and an attendant stood ready to explain just how a meter is made, how it works and how it is read. Supplementing this real meter was an operating model with four dial faces each 12 inches in diameter, the right hand dial making about three revolutions per minute. The manner of reading was explained by a large sign, boldly lettered, which, with the model, made it easy for anyone to learn the trick without the aid of the demonstrator. These meters were perhaps the strongest features of the Show, but dozens of gas and electric appliances were exhibited and all came in for careful scrutiny. Every exhibit was attached to service pipe or circuit and in perfect running order; all were explained by signs and verbally by demonstrators who were drilled to talk plain English instead of technicalities.

And it cost but \$250 for the whole show.

Only \$250 to tell the populace of Wichita in one week more about gas and electricity than they would ordinarily learn in a century.

Was it worth it? Mr. Harry V. Forest, Contract Agent of the company, in whose charge were the details of the show, declares: "It was considered well worth the money, as many people visited the exhibition, considerable apparatus has been sold through its influence already, and its effect will not be forgotten for a long time."

Below are given some of the display cards used during the Wichita Gas and Electric Show:

Let electricity do your work.
 Get the habit—use electric lights.
 Of course you want electric lights.
 Electric lights make home cheerful.
 Take a fan home with you and keep cool.
 Use an electric iron and save half the work.
 A poor complexion looks better by electric light.
 When conversation lags talk about electric light.
 Electric cooking and washing solve the hired help problem.
 Have you a little "Hylo" in the house?
 People who read their meters don't kick on the bills.
 We want your friendship, your confidence and your business.
 What is home without an electric flatiron?
 When the sun has the hot side down, cook with gas.
 Cook with gas and keep the cook.
 A gas range is always ready.
 A gas range makes a clean kitchen.
 There's no good reason why you shouldn't cook with gas.
 If you can afford to eat, you can afford to cook with gas.
 Don't trust to "luck" in cooking. Abandon uncertain methods and use gas.
 Hell can't be much worse than using a coal stove this hot weather.
 Heaven on earth—cook with gas.
 You can't check the weight of a load of coal, but you can tell exactly every foot of gas you use.

The same principles which a salesman uses in selling to a single customer must be used by the successful advertising man—the same principles amplified and generalized to apply to a certain class or group or community instead of to an individual.—*Mertz's Magazine*.

NEWS THAT ADVERTISES

The Second of Two Practical Articles on How to Keep Your Company Favorably
Before the Public in the News Columns of Your Daily Papers.

Examples of Successful Press Agent Work.

BY W. E. HICKS

PART II

THE central station manager dealing with newspaper men, must always remember, in that they are after articles that will appear to the public as news, and that there is no element of news more attractive to the journalist than the element of novelty. News that is hackneyed is the most disagreeable. In modern, up-to-date journalism the first rule is to find something unusual, novel in news.

An example of this principle is seen in an experience the writer once had in a city daily's office. A "story" came in from a suburban news service about a man shooting and killing his brother after a fight. The murder of a brother insured it a big head on an inside page, although the persons involved were neither rich nor prominent, but when a supplementary account came in an hour later saying that the two brothers were twins, the story at once reached the dignity of a "front-pager."

If a local city editor can be brought to see that any feature about a lighting company's display room has novel

features about it, he will print something in his paper about it. The editor wants to get hold of what the public wants to read, not what he wishes to read. He prints things to catch the public taste, just as a manufacturer puts out things he thinks the popular fancy demands.

If central station managers will remember this and study the little known features of their work, trying to find in them unusual things, they may often be able to get articles in the local press that will greatly aid them. Here is an illustration: In a southern city the local paper owned by the personal enemy of the managers of the traction company would not print anything in the way of news that might benefit the company. There was much complaint about the car service during peculiarly trying weather conditions, when the rails were sleet covered. Not a good word would the papers say about the company; on the contrary they "roasted" everybody connected with it. Finally, a visiting newspaper man found that the longest level stretch in the city was over a bridge

about 400 feet in length. Out of this was worked up the story that it was the hilliest city in America, and that it was the most difficult place in the United States to run cars. This item, which the antagonistic city editor grabbed at, because it described what the oldest residents had been unaware of, put the railroad in a better light before the community.

The superintendent of the traction company said after the article appeared: "Why, I knew all about that, but didn't think it would make 'copy.'" That little story about the hilliness of the place was worth much to the company in getting people to understand the disadvantages under which the traction business was carried on. Without doubt there are hundreds of central station managers in all parts of the country who have, stowed away in their heads like this traction superintendent, features of their business that would make good readable news. They should consider it part of their duty to study how far they can get these features before the public.

The time for the giving out of suggestions for local stories is very important. It would be foolish, for example, to attempt to get a good account in a paper at the time of a great catastrophe or while another absorbing piece of news is engaging the attention of the public. Newspaper reporters, themselves, are very careful on this point.

One trained newspaper man who had a piece of news in New York that was worth two columns, held it back at the risk of its being published by another, until the accounts of the burning of the steamer General Slocum had ceased to occupy general attention.

When he did give out his story, he got the expected two columns. Had he given it out during the excitement over the Slocum he would have been lucky if he had obtained half a column of space.

So it would be folly to expect much to be made of a central manager's ideas for stories in the height of a political campaign. The public has a way of thinking of only one thing at a time and there is nothing more engrossing than politics. If there is any other absorbing topic of general interest, such as a convention in the town, or other great public event, it is better to wait till the interest in it has died out.

What is true of such periods is true of the days of the week. Some days are better suited than others. A bright, wide-awake manager with a subject for a good news story can often place it well by biding his time. For instance, he can wait until news is particularly scarce, as it is after a heavy snow storm, or a rain that paralyzes the social and business activities of the place. Then the question of filling the columns with good local news is often a serious matter with editors. At that time the newspaper offices would go out of their way to give more space to the manager's news feature than it might legitimately be worth. The writer once made a suggestion to a manager about getting out a certain feature of his business for a local story. He left the place and came back several weeks later. The manager with a long face complained that his efforts to place the item had failed, that not a line had appeared. Consultation of the files of the paper of that day showed that there had been a big convention of



This is the Kind of News that Advertises. It did not Cost a Cent; was Worth Hundreds of Dollars.

the Knights of Pythias in the place, a game of football between the local college and the state university for the championship of the state, and a big fire that had destroyed half a block in the main part of the city. Though the fire had occurred in the forenoon and the manager had known of the convention and the football game, he had called up the newspaper offices by telephone, and was disappointed because the reporters sent around made only brief notes and wastebasketed the story.

To print such an article as he gave out on the next day would have been an insult to the intelligence of the paper's readers, as they were entitled to better and more real news. The manager was to blame, not the editors or reporters.

Another thing a manager should do is to keep track of the management of a paper so that if there are changes he will know of them. One city editor may reject a story that another city editor will accept with thanks. It doesn't follow that a story is dead because it has been rejected. There are other times and other occasions that may bring it into play. In the large cities newspaper "free lances,"—those writers who are not attached to any paper, but sell their articles as they can—keep close watch of the composition of the editorial staffs of the papers. The writer has known of instances where a story rejected by one city editor on Friday has been accepted and printed by his successor on the following Sunday.

While it is not expected that a central station manager will have a "nose for news" like a trained newspaper man, there is no reason why with a little practice he cannot see how certain features of his business can be worked into news items. When something has been done in his business of an unusual character, let him ask himself the question, "Would the public like to read about it?" and answer it from the view point, not of the man-

ager of the company, but of the average newspaper reader. A little practice in that direction will soon develop the ability to detect a "story" in little things that formerly would have entirely escaped his notice. In reading the local papers he may see items now and then about other business, and when he does he ought to ask whether he cannot get advertising of a similar kind for his own business.

CRIBBED FROM CONTEMPORARIES

Two Inspiring Thoughts From Successful Men

Look Pleasant, Please.—The cultivation of cordiality and popularity early in life will have a great deal to do with one's advancement, comfort and happiness. It is a mortifying thing to have a kindly feeling in the depths of one's heart, and yet not be able to express it, to repel people when one has just the opposite feeling toward them. To be incased in an icy exterior with a really warm heart is a most unfortunate thing. Some people have a repelling expression in their faces and manner which is a constant embarrassment to them; but they do not seem to be able to overcome it. This is largely due to a lack of early training, or to the fact that sometimes these people have been reared in the country, far away from the great centers of civilization, where they do not have the advantages of social intercourse, and in consequence become cold and appear unsympathetic, when they are really the opposite. The cultivation of good will, of a helpful spirit and kindly feeling toward everybody, will go far to open up the hard exterior so that the soul can express itself.—*"The Circle."*

Thinking Workers Win.—If we observe carefully the events of the day, we shall notice that the demand for so-called skilled labor is on the increase, and the demand for unskilled work is decreasing, while the statistics show that the number of persons engaged in manual labor is decreasing, hand in hand with the progressive increase in the number of persons taking up mental work in proportion to the population. What does this signify? It signifies that a gradual transition from manual to mental work is taking place. Man is a thinking being, and was not intended to slave at manual labor. Manual labor is an intermediate and passing form. The working class, therefore, is not a class separate from the rest of the community, but is a part of it, a part that is rapidly blending with the rest, and merging into identity with the so-called upper classes, precisely as a moving train on the way to its destination. The last car will be the latest to reach the point, yet it will arrive.—*The Square Deal.*

CO-OPERATIVE STREET LIGHTING IN A SMALL CITY

How the Peoples' Light, Heat and Power Company has Worked Out a Practical Plan that Gets the Business.

A GREAT many of those who, at the National Convention in Washington, listened to Mr. H. J. Gille's account of how he secured such remarkable results in introducing co-operative street lighting in St. Paul, were swept by a feeling closely akin to envy. It was a great scheme, broadly conceived and boldly carried to success; what a pity that a similar plan could not be adopted in cities of smaller size—cities, say, of thirty or forty thousand. And the delegates less favored in the matter of population of the communities where they operate, heaved a profound sigh.

To be sure, Mr. Gille is to be congratulated upon the breadth of his market, but that has little to do with the success of the proposition *per se*. A small city—even a township—offers

relatively as fertile a field. It rests with the management of the lighting plant, not with the town; success in the reward of initiative and aggressiveness, not the result of favorable environment. Of course there are places where the plan could not be made a success by any manager, just as there are managers who could not make a success of it in any place. This is an account of a successful manager in what the majority would consider an "unsuccessful" town.

The city of Springfield, Ohio, is blessed with manufactured gas, cheap natural gas and two electric light companies operating in competition. It is a ragged little city of less than 40,000, filled, for the most part, with old buildings and a spirit of militant conservatism. Perhaps it is a rich town—if so, its looks belie it. As a



Main Street Springfield Showing Special Lighting

field for co-operative street lighting by merchants it is quite the most discouraging prospect one would care to approach.

But Mr. H. B. Clingerman, general superintendent of the Peoples' Light, Heat and Power Company, is not of the sort who are discouraged by an appearance of difficulty—he insists upon finding out whether the difficulty is real, and if real, whether it is surmountable. A good many of us are bluffed out by appearances—not so Clingerman.

It is not of record how the idea of co-operative street lighting was suggested, nor is this material. The idea is not copyrighted; it has been in vogue in Columbus, the next town to Springfield, for a number of years. But having harpooned the scheme, Clingerman went to work in a thoroughly practical manner.

The first item was the manner of hanging the lamps. A cheap fixture must be devised. The St. Paul specially designed, expensive iron posts were not for Springfield. Instead, a five-foot length of iron pipe and two pieces of wire were decided upon. This with the labor necessary to attach it to a building, cost one dollar and fifty cents. One-fifty is about Springfield's limit, and Clingerman knew it. To have put the cost at five dollars would have meant failure.

For lamps, four-glower Nernsts were adopted, as consuming about all the current the natives would pay for while giving good light for the purpose. Next, the rate; and here both courage and foresight were needed. Two dollars per month per lamp was asked, the lamps burning from 6 to 9 in winter and from 6:30 to 9:30 in summer; Saturdays, until 11; Sun-

days, not at all. The company agreed to erect and maintain the lamps and to turn them on and off. The merchant simply paid \$1.50 down and \$2.00 per month.

The actual work of soliciting the merchants was in the hands of Mr. Chas. P. Mosher, contract agent of the Peoples' Company, and he did his work without frills. The company's regular contract form was employed, a phrase or two being inserted to cover the special provisions of this class of lighting. The most central blocks in the city were first attacked, and success came from the beginning. Main street, for a couple of blocks both ways, is lighted, 73 lamps being installed at last report.

And now, just a few figures to show the value of this business. There are 73 four-glower Nernsts, each earning two dollars per month on twenty hours burning per week. That gives two and one-third cents per lamp hour, or almost seven cents per kilowatt hour for absolutely regular business which should just miss the peak. Compared with the rate received for current delivered to city street lamps, we find the co-operative lighting gives almost twice as much per kilowatt. The gross income is \$1,752—6 per cent. of the gross receipt of the city street lighting contract—and the investment in lamps, construction, material, and labor, only about \$1,000.

Comparing this with a flat rate sign proposition, we begin to see its advantages. Each merchant occupying a single store has two lamps consuming together over 700 watts. An ordinary double-faced panel sign with twenty-four 4 candle power lamps only consumes 500 watts. And while with the street lighting proposition every mer-



Another Block of Co-operative Lighting in Springfield.

chant uses light, with the sign offer not more than one in four could be secured by the most aggressive solicitation.

Co-operative street lighting in Springfield is a success because the lighting company's proposition is one which exactly fits local conditions. The initial cost, the monthly charge, the hours of burning, all dovetail neatly into existing circumstances. If more

expensive or more elaborate fixtures had been proposed, if the rate had been advanced to two dollars and a half, if an effort had been made to run the lamps late when the villagers are in the habit of going to bed early, the plan would have failed in all probability. But none of these mistakes were made; the service is a success. H. B. Clingerman did a bold thing conservatively.



The Postage Leak.—The advertiser who neglects the important "little details" of his business, often loses more dollars than he imagines. A careless clerk, at a poor office scale, can waste more money, where large outgoing mail is the rule, than many stop to realize. One cent excess postage on 1,000 pieces of mail means a loss of \$10 every thousand pieces, and many a scale is costing just that amount day after day, because the "boss has never thought of such a small matter," and because some careless clerk doesn't give a rap. Therefore, watch the office scales, or get someone else to watch them—not once in a while, but more than once a day.—"Advertising Chat."

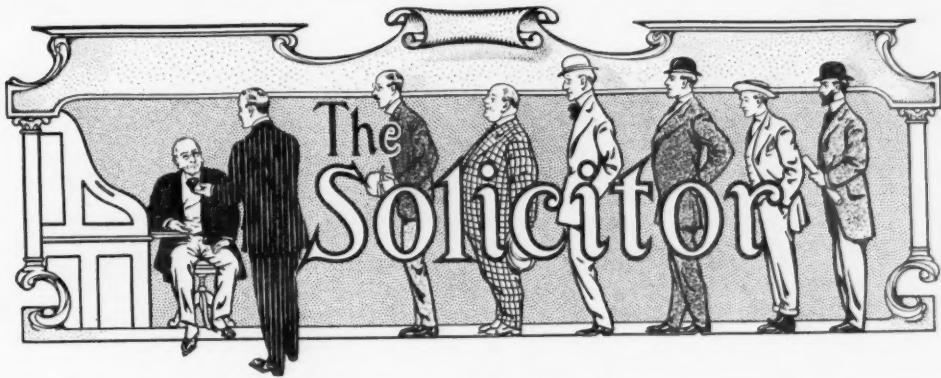
COPYRIGHT, 1907, PRESS PUBLISHING CO., NEW YORK WORLD.



The Newlyweds—Their Baby

THE KID BREAKS INTO THE ELECTRICAL INDUSTRY.

[Reproduced by permission of the New York World.]



STRATEGY IN SOLICITING

How to Go After a Difficult Prospect on His Blind Side.

BY FREDERICK A. WEGNER

SOLICITOR BROOKLYN EDISON COMPANY

FLANK movements were the secret of General Sherman's success in the Civil War. A flank movement is attack from an unexpected quarter—"hitting a man on his blind side," as it is sometimes expressed. Such strategy can be employed to equal advantage by the up-to-date business solicitor. Often a solicitor finds customers upon whom he can make no impression by direct attack, by telling with his best art of the merits of electricity either as an illuminant or as motive power.

In such cases a flank movement can be executed with real Sherman success, by showing the manufacturer that under present conditions he is losing money, which is quite as convincing as figures showing probable profits. The thought of really losing money that is his, or can be his, is not conducive to an easy or satisfied frame of mind on the part of a manufacturer in these days of close margins of profit, and if

this thought of lost profits is pressed home many a would-be customer can be brought to terms. The first result will be dissatisfaction with old methods. In a short time he will be asking for information on electricity and in that stage his conversion is certain.

The following is a striking illustration of this way of getting at a manufacturer by bringing out the losing side of his business. This manufacturer, who was operating a shirt factory by foot power, was asked to guarantee \$300 a year for two years on account of line extension while his computed power bills would be only \$180 a year, thus causing him to pay out over and above his actual current consumption, the sum of \$120 extra each year. This proposition did not look good to him, and for a time it seemed he could not be convinced by any direct appeal. However, data were secured regarding his line of manufacturers, a few

questions were asked him and a table was compiled, as given below:

LOSING MONEY

Manufacturing by Foot Power.		
15 operators at \$8 per week.....	\$480	per month
Expert help at \$50 per week.....	200	" "
Rent	50	" "
Light	4	" "
Insurance	2	" "
Water	1	" "
Taxes	1	" "
Miscellaneous expenses.....	30	" "
Material used.....	250	" "
	<u>\$1018</u>	" "

MAKING PROFITS

Manufacturing by Electric Power.		
15 operators at \$15 per week.....	\$900	per month
Expert help at \$50 per week.....	200	" "
Rent	50	" "
Light	8	" "
Insurance	2	" "
Water	1	" "
Taxes	2	" "
Miscellaneous expenses.....	35	" "
Material used.....	500	" "
Electric power used.....	15	" "
	<u>\$1713</u>	" "

PRODUCT.

Goods finished.....	120 doz.
Amount of sales, 120 doz., at \$15.....	\$1800
Less monthly expenses.....	<u>1018</u>
Gross profit.....	\$ 782
Goods finished.....	250 doz
Amount of sales, 250 doz., at \$15.....	\$3750
Less monthly expenses.....	<u>1713</u>

Gross profit.....\$2037
Gross productive capacity increased 100 per cent.

Net profit difference per month, \$2037, minus \$782, equals \$1255 more profit per month with electric power.

With an additional outlay of only \$685 per month an extra profit of \$1255 is made, or \$15,660 per year.

These figures were convincing enough, but it was further pointed out that notwithstanding the guarantee of \$300 per annum is asked on account of extension, while bills were only \$180 per year, the difference of \$120 which the manufacturer is asked to pay equals but three days' profits under the new system. He looked at it at first as a big item compared with his present profit, but when placed beside the profit he makes when running his plant by motor, it sinks into an insignificant item.

SUCCESS SEEDS

BY FRANK FARRINGTON

It ain't always the silver tongue that sells the most goods. There's more to salesmanship than the gift of gab.

If the town clock stopped while some fellers were at dinner, you'd never see 'em back at work again.

The only feller who can go ahead backwards is the chap in the rowing seat—and he has to work the hardest of any one in the boat.

What's the reason that all these fellers can take a drink or leave it as they choose, always take it?

It's pretty tough to have to keep doing one thing over and over, but that's the only way to make good. It's a mighty hard road to Success any way you travel it.

Some clerks are always complaining that their employers keep 'em down. They keep themselves down every time.—*Brains.*



In Sympathy.

"I see the electric linesmen are going to strike."

"Then, I suppose the lights will go out too."

—Exchange.

CASH PRIZES TO CENTRAL STATION EMPLOYEES FOR EFFICIENT SERVICE

BY J. S. KIRKPATRICK

BUSINESS MANAGER OF THE ROCKLAND LIGHT & POWER COMPANY

NYACK, N. Y.

LAST winter the management of the Rockland Light and Power Company, after considering the advisability of establishing a system of cash prizes to be awarded to its solicitors for bringing in satisfactory new business, came to the conclusion that a better scheme would be to let all employees of the company, in whatsoever department or position, have an interest and share in the distribution of prize money—to make the award of prizes a substantial recognition of especially efficient work or noteworthy effort in the direction of conserving in any way the interests and welfare of the company. Accordingly a working plan was drawn up and adopted January 1st, and the sum of \$300 was set aside as a special fund for cash prizes. And it was decided further to divide this amount into six equal parts and make distribution of \$50 in prizes every two months.

When the scheme had been decided on and the plans worked out, an explanatory notice was prepared and a copy of this was placed in the hands of every employee in the company's service. As this notice contains all the details of the scheme and makes perfectly plain just what is meant by it, how the prizes are to be awarded and so on, it will give the reader as clear an idea of the plan as any explanation of it I could write. The notice reads as follows:

NOTICE TO ALL THE EMPLOYEES OF THE ROCKLAND LIGHT AND POWER COMPANY RELATIVE TO DISTRIBUTION OF CASH PRIZES.

It has seemed desirable to the owners of this Company to recognize in some substantial way, exceptional good work or faithful performance of duties on the part of its employees of all grades and in all positions. With this end in view they have decided to distribute \$50 in cash prizes each two months.

The distribution of these prizes will be in the hands of a Committee composed of the General Manager, Business Manager and Operating Superintendent. The members of this Committee will not participate in this distribution. This Committee will meet on the last days of February, April, June, August, October and December and go over the list of employees and determine which of them, if any, are entitled to special recognition. If no employee has done anything to warrant special consideration, the Committee will not award any part of the prize money or it may award only a part thereof, under which circumstances, any balance undistributed is to be deposited in a special account to the credit of the Committee and this sum is to be used to acknowledge very marked service or results in the Company's service.

The points that will be considered are:

1. Thoroughness and promptness with which instructions, both written and oral are carried out.
2. Truthfulness and deportment in all transactions with other employees and with the public.
3. Condition of property under your care.
4. Degree of care and accuracy exercised in all work, both physical and clerical.
5. Foresight in anticipating and guarding against damage to property or accidents of every kind to person or property.
6. Originality in improving methods or conditions
 - (a) In your department.
 - (b) In other departments.
7. Preparedness for extraordinary conditions.
8. The efficiency and economy with which your work is done.

The decision of a majority of the Committee will determine in all cases. In order to have some basis on which to make an intelligent decision in this matter, the Committee has decided to put into operation a system of "Personal Reports," whereby each man is requested and instructed to report in regard to the men under him, everything of any nature affecting the Company, either to their credit or discredit. The

sole purpose of these reports is to aid the Committee in the just and intelligent awarding of the prizes. Their personal opinion and judgment of the man will be influenced as little as possible by these reports, which seem to be the only means by which a man not coming in personal contact with the members of the Committee may have his work presented to them for tabulation and comparison. Blanks for these reports will be given to each man having supervision over other men, and a pad will be left at Jackson Ave. Power House, Gas Works and substations and each employee is requested to report facts to his own credit and forward them through the channel. All reports are to be in writing and signed.

The Committee hopes that in this manner a friendly rivalry between employees may spring up and trusts that only the friendliest feeling will result from this attempt. They beg to state that while they are sure to make mistakes, their decisions will be as fair, unprejudiced and unbiased as possible.

Dated January 22, 1907.

(Signed).

Chas. D. Robison, G. M.

J. S. Kirkpatrick, B. M.

H. L. Jones, O. S.

Committee.

This idea has worked out greatly to the company's advantage from the start. As soon as the notices were read a lively interest was shown by the majority of our employees. There has been no difficulty about securing reports from the heads of departments and others on the work and special efforts of employees of all grades, and the committee has had plenty of data to work on in making up the awards. A few illustrations from the awards already made will make clear just how the plan works in operation:

In one of our districts recently a storm occurred which brought down our primary wire, carrying 3,000 volts. In the excitement over the finding of the wire on the ground a small boy got tangled up in some way with the wire and was knocked down and rendered unconscious. Several bystanders tried to release him, but without success. A young man working for the company had presence of mind enough to drag the wires away with a stick, thus releasing the boy. For this act he received a prize of \$20. He undoubtedly saved the company from a law-suit, as the boy was only slightly burned.

One of our district superintendents received a prize for beautifying the grounds around the sub-station.

Another prize was awarded to one of our solicitors for securing an unusual number of house gas-piping contracts in old houses on our mains.

Another employe reported defects on our lines which in all probability saved the company considerable money, and this we considered worth while recognizing with a prize.

Several other prizes have been given for other similar evidences of attention to the company's interests, and special achievements in bringing in new business. Of course the prize winners are always greatly pleased and stirred to renewed effort and still greater watchfulness for opportunities to show their interest and their usefulness; and even among those who have as yet not received any prizes there is unmistakable evidence of an increased striving to emulate the example of their more successful co-workers. In the short period during which this plan of cash prize awards has been in operation the company has been more than repaid for the amount of money it has cost, and furthermore it has been the means of stimulating among our employes an *esprit de corps* and a greater devotion to their work and to the company's best interests than ever existed before. The experiment has been an unqualified success.

Report to Committee on Cash Prizes

Gentlemen.

I have to report in regard to

Mr. as follows

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

Dated

Signed

Blanks for "Special Service" Reports.

COMPLAINTS

How to Meet and Deal With the Public When it Has a Kick to Register.

A Clever Plan for Convincing a Customer that the Meter is Right.

BY WILLIAM H. STUART

A COMPLAINT is the tale of a wrong that demands or pleads for adjustment.

While there is in every central station in the country a department for complaints, in but a very small percentage will there be found a realization of the vital importance and interest of this department to the business.

It is in the manner of receiving complaints that the greater danger lies. Too often they are received with impatience or indifference until to-day the public rather expects ill treatment. Tact, courtesy, judgment of human nature and good common sense are the qualifications necessary to the complaint clerk. He must not argue or browbeat. It is impossible to convince the average person by argument when he has a grievance and presents it for adjustment. When a consumer appears before a complaint clerk, his appearance means that he is antagonistic and is out to get his rights. The treatment he receives will determine what kind of a consumer he will be forever after.

There are four routes over which complaints are received; by a call in person, over the telephone, by letter and by outside employes. The personal call offers the best opportunity

to adjust satisfactorily whatever matters are in dispute, as you have, the consumer where every consideration, attention and courtesy can be extended to him. The telephone complaint holds considerable danger from office boys or clerks answering telephones, whose indifference or lack of interest in their work often results in discourteous or unsatisfactory attention being given to the consumer. I know of a manager who, to avoid all risks of such an occurrence, answers all telephone complaints personally and sees that they receive prompt and proper attention. Complaints by letter are attended to generally by some one in authority, yet the idea of promptness comes right here which would be well to remember. The fourth class, those picked up by outside employes, are too often given very little attention and many times are not reported at all, and the inaction of the company due to this neglect only aggravates the customer's discontent.

Complaints received are of such a nature as to be easily classified into two general headings—bills and service. Those received in regard to bills, as a rule, require more prompt treatment than service complaints.

In any controversy over a bill a complete report of the consumer's side of the matter in dispute should be obtained and noted before any opinion is expressed or suggestion offered. After such information is obtained the company's data should be referred to and noted, the two compared and from evidence thus before you, a fair minded position may be taken in the matter and adhered to. But be absolutely sure, so that once having declared the company's policy, nothing can come up which would require a retraction. This is necessary to hold the confidence of the consumer.

Let us consider a sample case—one which comes to us every day in the year. John Jones has a small store lighted by 20 16 cp. lamps with 20 more in the windows. Jones receives his monthly bill, and finding it large, looks up his old bills and calls at the company's complaint department. He states honestly that his bill for April is considerably more than that rendered for March, larger than the one rendered for the same month last year, and that since then he reduced his equipment 20 16 cp. and did not increase the number of burning hours, in fact used the current less. These facts leave no loop hole, in the mind of Jones, for the company to escape. There is something radically wrong and Jones' thought turns to the meter as the seat of the trouble.

The central station has only one way of knowing what a consumer burns—by meter—and if the meter has been read correctly, has been tested and found to be registering correctly, then so far as the central station is concerned, that ends the matter.

To prove this to Jones is another thing. It matters little how many test cards he is shown, he will not be convinced. Does he believe his own figures? Absolutely! All right, check the statement rendered by the meter on information furnished by Jones—on his own figures.

Jones is asked how many lamps he used during the month of April and how many hours he used each lamp each night. He replies 20 lamps, three hours each night, and on Saturday night, the total equipment about six hours. Now we have so far a little mathematics thus:

SHORT DAYS.

20 lamps
3 hours

60 lamp hours
22 short days in April

1320 lamp hours, short days.

SATURDAYS.

40 lamps
6 hours

240 lamp hours
4 Saturdays in April.

960 lamp hours Saturdays

1320 lamp hours, short days
960 lamp hours, Saturdays

2280 total lamp hours.

Now a 16 cp. incandescent lamp consumes 56 watts and our rate is 12 cents per kilowatt hour, so that we have

2280 lamp hours
56 watts

117680 watt hours—117.68 kwh.

This brings Jones' bill, on his own figures, to \$14.12 and the actual figures as registered by the meter amounted to \$14.85, between which a difference of 73 cents exists which can be accounted for by 11m lamps, or a little extra burning, a few hours on

the meter reading over an exact month, a small ground, poor wiring, etc. Jones may then begin to argue about his last year's bill, but a hint to the effect that his meter may have been slow last year and that he probably got the best of the company, will silence him. The result of figuring from his own statements in regard to his burning hours this April is sufficient, and being fair minded he is convinced and departs satisfied.

Service complaints are of an entirely different nature, but nevertheless prompt, courteous and satisfactory attention must be given them. In the electrical business, as in every other, people will be met who want a great deal more than can be given and some sort of a compromise must be made whereby they will be satisfied with what they get.

I know of a merchant who had a panel sign, bearing simply his name. He had seen a sign of the block unit

type, and somehow or other got it in his head that the company had furnished that sign free and he must have it or he would stop using the current. What the company actually did do in the way of free signs was the panel type and he had the best there was. He made all sorts of complaints—the lamps did not burn right; they were not large enough; the sign swung too much; he was afraid it would fall on some one; it cost too much. Finally, and after considerable thought, a diagram of a panel sign, lettered entirely different from any he had even seen, was submitted. His fancy was caught and he is now using that sign and wouldn't have the one his heart was set on at first if offered free to him.

Just a matter of patient, painstaking consideration. Just a matter of tact plus a willingness to do more than you absolutely have to. Of course one might go too far—but that danger is not very menacing to most of us.

CO-OPERATIVE CREEDS

Result of Co-operative Electrical Development Association's Prize Contest Announced.
A Second Competition to Take Place

THE competition for an Electrical Co-operator's Creed, inaugurated by the Co-operative Electrical Development Association was decided on July 11th, the winners in order being:

Charles A. Parker, Curtis Advertising Co., Detroit, Mich.
Frank B. Rae, Jr., Editor, SELLING ELECTRICITY, Newark, N. J.
Paul Lupke, Public Service Corporation of N. J., Trenton.
L. L. Braston, Trumbull Elec. Mfg. Co., Plainville, Ct.
S. M. Kennedy, Edison Elec. Co., Los Angeles, Cal.

R. E. Brown, C. W. Lee Company, Newark, N. J.
C. W. Lamb, Milwaukee, Wisconsin.
J. R. Cravath, Western Editor, The Electrical World, Chicago, Ill.
Hugh A. Brown, 675 Old Colony Building, Chicago, Ill.

While the creeds submitted were of more than average excellence, the committee in charge was unable to agree upon one which wholly represented the spirit of commercial co-operation underlying the Association's work, and it was therefore determined to offer a further prize of \$50 for a new creed,

this second competition being restricted to the prize winners named above.

To this plan, Mr. Paul Lupke murmured. In a letter addressed to the winners in the first competition he suggested that, as each had presumably already done his best, the nine co-operate in working out the final expression. This suggestion found in-

stant favor both with a number of the contestants and with Mr. J. Robert Crouse, through whom the prize offers are made, and we may therefore hope to see adopted a co-operative co-operator's creed.

Below are given four of the prize contributions:

FIRST PRIZE

"I believe in Electricity—the greatest 'city' on Earth.
Daughter of Science and Mother of Progress.

Sister of Civilization, Handmaid of Industry and First Cousin to the Spirit of Peace on Earth and Good Will to Man.

Lightener of Burdens, Tamer of Wilder-ness, Annihilator of Distance and Goddess of Light.

The most necessary of luxuries.

The most luxurious of necessities.

Who wouldn't believe in Electricity?

I believe in Co-operation.

Pennant-winning 'team-work,' rather than individual grand-stand play.

Constructive and profitable combination as opposed to destructive, unprofitable competition.

Greater general progress through reduction of individual friction.

Working together for the Grand Prize, instead of quarreling together over scanty profits.

Co-operation?—who wouldn't be a co-operator?

I believe in Electrical Co-operation.

'All together all the time for everything electrical'—The application of the highest law of Modern Business to the greatest business of Modern Times.

The massing of forces to boost the sale of current and everything under Heaven that uses current—the Generator of an enlightened 'current opinion.'

The step-up Transformer of low-efficiency selfishness to high-voltage helpfulness—the incandescence of enthusiasm against the resistance of Conservatism—and the short circuit to the final and complete electrification of the Universe and to that millenium age when what isn't done by electricity won't be done at all."

Charles A. Parker.

FOURTH PRIZE

I believe in the Cause, in its present worth and future greatness.

I believe in the man who represents it.

I believe that the co-operation of such men in such a Cause divides the load and multiplies the power, that it carries its message faster, serves its public better, and gains for each a larger share in the merited reward.

I further believe that lack of Unity means waste of energy, weakened effectiveness and narrowing horizon.

I believe in hard work, in cheer, in loyalty, in honor, in intelligent work and that enthusiasm for the common good which willingly divides and eagerly assists.

I believe in our motto and that in the spirit of All together, All the time, the standard which we hold, we cannot fail to win the Cause for Every thing Electrical.

Lewis L. Braston.

THIRD PRIZE

"I believe that my first duty is to care for those who are dependent upon me. I believe that to fulfill that duty faithfully under present social conditions I must avail myself of the help of my fellows, and I believe that to secure that help fairly I must extend it as freely as I ask it.

I believe that the existing complexity of interests compels me to single out one and to work for that interest with unvarying fixedness of purpose.

I believe that in doing this, and to be a man among men, I must rise above nagging and knocking, small jealousies, petty wrangling and tainted competition.

I believe that my individual advancement is linked with unseparable ties to the advancement, as a whole, of the interest I have chosen to represent and that whatever I can do to further that interest must invariably further my own.

I believe that success and prosperity are natural conditions, that failure and commercial calamity are unnatural and man-made, and that I must preach and act success and prosperity with unflinching cheerfulness.

I believe that true contentment can be gained only through the consciousness of work well done and that, since my chosen interest is Electrical Development, I must unite with my fellows in working—all together—all the time—for everything electrical."

Paul Lupke.

SECOND PRIZE

I believe in co-operation.

I believe that if one-half the time, labor and money now spent in commercial strife within the electrical trade, were turned to account in combating the natural competitors of the trade as a whole—if but a small amount of the energy now dissipated in fighting for the business that exists, were devoted to the creating of new business—it would redound to the advantage of all.

I believe that this great advantage to all cannot be secured without the sacrifice on my part, of certain small advantages, the burying of certain animosities and perhaps the loss of certain immediate gains; nevertheless, I believe I am sufficiently broad-gauged and far-sighted to forego the lesser advantage for the greater.

I believe that this can be done without the submerging of my individuality or the loss of any material advantages which I will get back many fold, and of petty pride, which I can well afford to be without.

I believe the time for co-operative action is here. I am ready if you are."

Frank B. Rae, Jr.

IDEAS FROM EVERYWHERE

The Best Thoughts on Business-Getting Abstracted from the Electrical Press and Business Magazines

The following Exchanges are being carefully watched for business-getting
ideas worthy of reproduction

Central Station
Electrocraft
Electrical Age
Electrical Review
Electric Traction Weekly
Electrical World
Western Electrician

Brains
Business Man's Magazine
Inland Printer
Judicious Advertising
Profitable Advertising
Salesmanship
System

Gas Light Journal
Journal of Electricity
Light
Progressive Age
Public Service
Street Railway Journal
Signs of the Times

SYSTEM

Cost Records for Public Service Companies.

Marie B. Lauders, the author of this article, points out the difficulty of laying out an accurate cost system that will keep account of time, material and sundries incidental to the installation and repair work which is always a part of the business of gas, water and electric companies. The system described is evidently that in force with the Bangor Gas Light Company, whose blanks are used to illustrate the article. Such electric companies as feel the need of revising their cost record system will do well to study Miss Lauder's plan, as it embodies the elements of completeness and simplicity quite foreign to the usual red tape methods advocated by so-called system "experts."—*System*, July, 1907.

PROGRESSIVE AGE

Selling Gas in London.

We have always been informed by the advertising journals that our British cousins are a bit slow when it comes to aggressive commercialism, but a paper read before the British Institute of Gas Engineers, by F. W. Goodenough of the Gas Light & Coke Company, of London, goes far to disprove this theory, and will prove interesting as showing what the phlegmatic Britons are doing to put the electric light company out of business:

"Elementary Commercial Principles.—

Those principles may be said to comprise the determination to sell to as many people as possible as much as possible of an article of a carefully maintained quality calculated to give the greatest possible satisfaction; and, throughout the whole business of selling, to treat the buyers in a straightforward, considerate and courteous manner, showing them that their custom is appreciated and that the seller's desire is to deal fairly and honorably with them, giving them good value for their money.

"The author might mention that the following notice occupies a prominent position in all the London Gas Light and Coke Company's Inspectors' Offices.

"Every officer and workman in the department is enjoined to remember at all times that the policy of the company is to give prompt attention and complete satisfaction to every customer, so far as that can possibly be done without prejudice to the best interests of the company and its other customers. It is the customers' money that pays our salaries and wages.

"*Conditions Essential to the Success of a Forward Policy.*—In the first place, the whole business policy of the undertaking, its attitude to the public it has to serve, must be an enlightened one. The undertaking must not be merely a gas-supply business, it must be a gas-service business. That is

to say, it must be willing and anxious to undertake every service for the consumer necessary to secure that the gas bought shall be used to the best advantage, and that the using of gas shall be attended by the least possible trouble to the user.

"The policy of the collecting department, which should be in the closest co-operation, if not actually amalgamated, with the sales department, must also be animated by the spirit of consideration and conciliation; so that the customers may at all times feel that they are being dealt with justly and considerately, and that the powers of a monopoly are not being unduly brought to bear upon them.

"*Advertising*.—The author is a firm believer in the advantages of advertising. A business that keeps itself constantly in the minds of the public by attractive, interesting and persuasive, but not vulgar or flamboyant methods, advertising which is a truthful, if forcible, statement of advantages that can actually be realized, not the untruthful puffing of something that has no real value, will always be regarded with more favor by the public than a somnolent, silent concern that hides its light beneath a bushel. The public undoubtedly have a leaning toward dealing with a firm having a reputation for being businesslike and up-to-date. Moreover, the entry of a gas company into the arena as an advertiser does much to remove from the minds of the public the idea that it is a business relying upon a monopoly for its success."—*Progressive Age*, July 15, 1907.

GAS LIGHT JOURNAL New Business in Iowa.

From all points of the compass come reports of papers on Business Building which are read before the various gas and electric associations. The latest is Iowa. At the Iowa District Gas Association Convention, Mr. A. W. Zahm delivered a stirring appeal to the members to get busy commercially. Systematic, aggressive, common sense "boosting" by word, deed and printers' ink is Mr. Zahm's advice. While nothing of especial importance was contained in the paper, it was notable for the amount of enthusiasm it created which will mean keener competition for central station business getters in Iowa.—*American Gas Light Journal*, July, 1907.

Gas Arc Signs.

An article describing a "flasher" gas sign should serve as a warning to electric light men. The gas industry is appreciating the commercial value of the illuminated sign, and much progress has recently been made in the design of signs which may be considered competitive to the electric sign. These signs are, of course, of the transparency type, but a number of clever innovations have been made which points to more equal competition from the gas man.—*American Gas Light Journal*, July 27, 1907.

JUDICIOUS ADVERTISING

The Great White Way.

Judicious Advertising takes a knock at The Great White Way in a semi-editorial based upon an article in a recent issue of the *New York Tribune*. The argument seems to be that the Way is too great and too white. So many signs blaze, so much light is shed by advertisers over this, the most brightly lighted street in the world, that nobody pays any attention to them. It is a case of not being able to see the forest for the trees. One cannot, avers the writer, see the signs because of the light. There is truth in the charge, and the truth has been recognized by advertisers who, in addition to using light, are now striving for new and startling effects by means of flashers. A well known liquor attracts attention by showing how a high ball is made, the stream of water from the syphon being represented by lights constantly running downward. A table water works the same trick, its trademark being a fountain which constantly plays by means of a flasher. Perhaps there is too much light on Broadway, but the lighting company does not seem to object.—*Judicious Advertising*, July, 1907.

Statistics in Advertising.

In an article entitled, "Wisdom of Using Statistics in Advertising," Wm. Britton cites as a successful example the Chicago Edison Company's famous chart showing the increased cost of living as compared with the decreased cost of electricity. It is said that this chart, which was used on street car cards, newspapers, theatre programs and as a supplement in the Edison Company's bulletin *Electric City*, brought

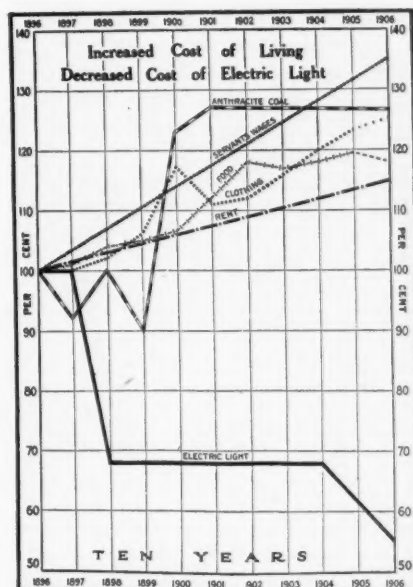
more business than any other piece of "copy" they ever used. Mr. D. H. Howard, advertising manager of the company, is quoted as saying:

"We have used this ad. in every surface and elevated car in Chicago, also very liberally in newspapers and theatre programs. We ran off 50,000 of them in eight colors as a supplement to our magazine, *The Electric City*, for January, 1907.

"We know positively they have brought us a big volume of business.

"From all over the country have come requests for copies of this ad. When, during the middle of June, '07, the packers and teamsters were debating on the wisdom of arbitrating their differences, a big packing house asked us to send them a copy of this advertisement, and it is understood on good authority, that the teamsters have carefully studied the facts and figures given by us. This proves with what avidity the community has pounced on the information supplied in our ad."

Concluding, the article says: "Everything depends on the way statistics are worked into advertising copy. But rightly used, in-



disputable facts and figures can make advertisements 'buttresses of adamant'—thoroughly doubt-proof and conviction-inspiring.—*Judicious Advertising*, July, 1907.

THE MONTH IN THE FIELD

News Items of Interest to Central Station Business-Getters

Convention of the Contractors.

The seventh annual convention of the National Electrical Contractors' Association is reported as being the most successful in the history of that organization. A good attendance marked each meeting in spite of the extremely hot weather and the interesting papers and discussions well repayed those present. Social features were not lacking during the time between meetings. A dinner at the Waldorf, after which vaudeville took the place of speeches, a stag at Shanley's, and an outing by boat to Witzel's Point View Island were among the entertainments provided.

Ohio Association Program Interesting to Business Getters.

There will be presented at the thirteenth annual convention of the Ohio Electric Light Association, which is scheduled for

August 20, 21 and 22, at Toledo, no less than a dozen papers of great interest and value to business getters. These include: "Factory Lighting," by A. P. Briggs and J. Kermode; "Report of Committee on Electric Heating"; "Helps to a Solicitor," by Frank Maunsell, J. D. Kenyon and A. S. Miller; "Best Ways to Meet Gas and Gasoline Competition," by F. H. Golding, Samuel Rust, W. E. Russell, Arthur Pomeroy, E. T. Selig and W. C. Anderson; and "Co-operative Commercialism in the Electrical Field," by J. Robert Crouse.

Every one of these papers is by a man who not only knows what he is talking about but knows how to talk. The recent conventions of the Ohio association have brought out so much interesting and valuable material in the papers presented that

the organization stands among the best of the state associations. This year's program is even above the usual high standard and the lighting companies of the Buckeye State are to be congratulated in advance upon a convention which is sure to be a success.

Clever Book By M. C. Hull.

A very elaborate booklet on "Electricity for Heating, Cooking and Keeping Cool" has recently been issued by the Columbus (Ohio) Railway and Light Company. The booklet is 24 pages and cover, printed in brown and deep green, and illustrated with some 22 cuts of fans and heating devices. It is the work of Mr. M. C. Hull, Contract Agent, who has filled it with clean-cut, sensible, descriptive matter of a sort easily understood though the reader be wholly unfamiliar with electrical technicalities. The following sentences are particularly worthy of notice:

"It is in line with our established policy to make available to our customers, at a minimum cost to them, the latest approved inventions, to the end that our current service may be in the highest degree efficient and satisfactory.

"The business man, in the enjoyment of this luxury (an electric fan) at his desk, has been inclined to overlook the fact that the housewife has an equal, if not a greater, need of it.

"Summer ironing (with electric flat iron) may be done on the back porch or any available cool place about the house.

"The practicability of electric cooking has been thoroughly established. Even where gas or coal is used for ordinary culinary purposes, it proves a desirable and time-saving auxiliary, in the making of coffee in its most delicious form, in the preparation of chafing dish viands and in getting up cozy breakfasts and luncheons."

Block Plant Competition in Cleveland.

While its promoters deny any intention of competing with the Cleveland Illuminating Company, the newly-formed Cuyahoga Light Company seem about to enter the block lighting field in a big way, as is indicated by the fact that it has filed a mortgage for \$150,000 to cover a bond issue. The plant of the Cuyahoga Company is in the rear of two of the best lighted blocks in Cleveland.

Convention of Illuminating Engineering Society.

The first annual convention of the Illuminating Engineering Society at Boston, July 30 and 31st, is reported as being a great success. The business meetings were interesting and well attended; the social features all that could be desired. The program was as follows:

- President's Address.....Dr. C. H. Sharp
- Check on Reliability of Photometric CurvesJ. S. Codman
- Electric Light as Related to Architecture.....C. Howard Walker
- Acetylene.....A. Cressy Morrison
- What Is Street Lighting?..W. H. Blood, Jr.
- A New Comparison Photometer....
.....Dr. Charles H. Williams
- Primary, Secondary and Working Standard of Light..Dr. Edward P. Hyde
- The Inverted Gas Light.....T. J. Little
- Lighting of the Boston Edison Building..Dr. Louis Bell, L. B. Marks and W. D'A. Ryan, Committee.
- Illuminating Engineering and Central Station Practice..L. H. Scherck
- New Lights and New Illuminants from the Central Stations Point of View.....R. S. Hale
- Coefficients of Diffuse Reflection...
.....Dr. Louis Bell
- School House Illumination...B. B. Hatch
- Illumination of the Engineering Societies' Building...C. E. Knox
- The Elements of Inefficiency in Diffused Lighting Systems. Illumination Photometers and Their UsePreston S. Millar
- The Present Status of Candle Power Standard For Gas...C. H. Stone
- The Luminous Arc.....W. D'A. Ryan

Business Getters Dine.

The Contract Department of the Edison Electric Illuminating Company of Brooklyn enjoyed a "get-together" dinner on July 8th at the Brighton Beach Hotel, at which several of the officers of the company, including Mr. W. W. Freeman, Vice President, and J. F. Becker, General Agent, were guests. The heartiest expressions of good fellowship were voiced both by the officers and the men, and pledges were made that last year's business getting record should be broken in 1907. The

esprit du corps of the Brooklyn Contract Department reflects the highest credit upon the leadership of Mr. Becker. Mr. Freeman's appreciation of the value of such gatherings was expressed in the promise that the dinner should become an annual event.

New Nebraska Organization.

Some twenty representatives of electric light and power companies of Nebraska met on July 15th at the Lincoln Hotel, Lincoln, to form the Nebraska Electrical Association. Thirteen companies signed the constitution and by-laws, together with five associate companies. Papers were read by representatives of the General Electric Company, the Nernst Lamp Company, and one lighting company. The meeting is reported a success.

Uncle Sam Picks Columbia.

The United States Government has awarded what is said to be the largest contract it has ever placed, to the Columbia Incandescent Lamp Company of St. Louis. Over a quarter of a million lamps are to be taken under this contract for use in Federal buildings, army barracks, the Congressional Library and the Government Printing Office.

Lansingh and the Statistician.

A man in cow-hide boots and a furry plug hat, found his way to the desk of Mr. V. R. Lansingh, of the Holophane Company the other day. V. R., who is polite, even to people who do not buy Holophane, extended his hand in cordial greeting.

"I am Gustave Sykes, Statistician."

He waited for this to sink in.

"I can help you," he pronounced, solemnly.

Mr. Lansingh pointed to a sign which hung at the doorway, "No help wanted," but he of the sepulchre voice was above levity. He drew up a chair and continued, "The statistics of your company, if carefully gathered—"

"But we don't want statistics, we want orders," objected the man who makes Holophane hollow.

"Just so, these statistics will help you get them."

"Look here. Last year you sold 52,000 reflectors of one model—No. 2631. Think

of the statistics one can make out of that one item!

"Observe; 52,000—4,333 1-3 dozen—packed ten dozen to the barrel, that makes 433 barrels; 190 barrels make a car—three cars, practically. Each barrel weighs 105 pounds—45,507 pounds of reflector No. 2631 were sold last year—more than twice the weight of the defunct elephant Jumbo!"



"But—" Lansingh was cut short.

"Think, sir," interrupted he of the home-made statistics. "Think what this tiny reflector—No. 2631, I believe you call it—means to the electrical industry! Think what it means to mankind!"

Lansingh thought.

"Every one of those reflectors harbors a 16 cp. lamp—52,000 reflectors, 20 lamps to the kilowatt—you have 2,600 kw. capacity in engines, boilers, generators, transformers, wire, conduit, cleats and fixtures, which are made essential and necessary all because of this small piece of scientifically designed glass!"

"And the boon to humanity! Each of those reflectors increases the practical efficiency of the lamps 400%. Four hundred per cent. of 52,000 16 cp. lamps means, roughly, that you have with this small reflector literally created over two and one-half million candle power of light!"

There was a pause, while Lansingh looked at his watch. It may be remarked that V. R. is something of a lightning calculator himself.

"Sir," he said gently, "there's nothing in it. Those figures are what J. Robert Crouse characterizes as 'bunk.' While you have been sitting here, eight precious minutes have elapsed. In that time, four of these small No. 2631 reflectors should have been sold if we are to keep up our average of

SELLING ELECTRICITY ADVERTISERS.

sales. Those four reflectors are worth to us, at retail, approximately 52 cents each. Please pay the cashier on your way out."

And he bowed him past the door.

A New Idea in Advertising.

The Condor Water & Power Company, having its plant at Gold Ray, Oregon, and with half a dozen sub-stations in surrounding towns, is contemplating a new method of advertising light and power. Mr. H. C. Stoddard, Superintendent, is busy securing phonograph records which will orate upon the advantages and desirability of electricity for light, heat and power. It will be remembered that Wm. Randolph Hearst



adopted a similar scheme for presenting political arguments to the rural populace of New York during the late gubernatorial campaign, when phonographic spell-binders working in unison with moving picture representations of the yellow journalist in characteristic attitudes of declamation did one night stands in the outlying districts. It will be interesting to follow the Oregon Company's experiment in "canned" solicitation.

Why Marshall Field Chose Nernst Lamps.

"The reason why Marshall Field chose Nernst lamps," said a prominent and unprejudiced Illuminating Engineer, in speaking of the recent contract between the Nernst Lamp Company and the great department store, "is because the Nernst represents a tremendous saving to Field's. No matter what may be developed in the way of an incandescent unit two years from now, the immediate economy is sufficient to pay for the Nernst lamps inside twelve months."

Perhaps no contract in recent years has been so bitterly contested as this. Aside



The Man with a Factory on his Hands

The man with a factory on his hands has very little time for ad writing.

He feels that he should advertise, of course, but he's so busy; there are so many problems of policy to be solved, so much detail work in the manufacturing and marketing of his product, that the getting up of advertising matter is pushed to one side.

It should not be.

It need not be.

We offer to manufacturers in the Electrical Trades the services of what is without doubt the best corps of ad writers and designers connected with any trade paper.

We offer the services of these men free.

By this we do not mean that we simply "get up ads" for you. No. We study your proposition. We search out its selling points. We put time and thought and intelligence into the construction of advertisements that get results.

We do this for our advertisers--of course you can use the ads we write in other journals.

Let us take the responsibility of writing your ads right. We know our business.



SELLING ELECTRICITY

54 CLINTON ST., NEWARK, N. J.

In writing to advertisers, mention "Selling Electricity."

SELLING ELECTRICITY ADVERTISERS.

from the fact that Field's engineer, Mr. Pearson, has a very good working knowledge of illuminating engineering, there were called into the controversy by representatives of the manufacturers on both sides, some of the best brains in the business, and exhaustive tests were made of both systems. The result seems to indicate



that for the peculiar problems presented, and under the conditions laid down by Field's, the more economical lamp won.

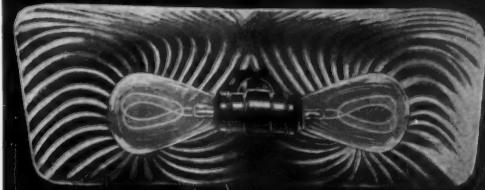
The manufacturer states that this is the largest contract for store lighting ever awarded. It calls for 12,000 glower units for immediate delivery, the lamps being of two and three-glower size suspended on specially-designed chain pendants. Over 40,000 incandescent lamps comprised the former installation.

Helping Along the Merchants

A movement that should open large opportunities for central station managers of the central and western states is the war now being waged by more than five hundred thousand merchants against the catalog houses. The part of the movement which interests the lighting manager is the endeavor by various Merchant's Associations to arouse local pride and induce citizens to patronize home industry. Excursions are run in from contingent territory and every means employed to convince the public that the merchants of the town can compete with the mail order houses both in price and quality.

The central station can play an important part in such a movement. Light is the first requisite of an attractive town or city. Co-operative street lighting, window lighting, signs and decorative features all tend to give an air of reality to such an upheaval. The Madison Gas and Electric Company made a notable stroke in this direction some time ago when it had photographs taken of sign, window light and outline installa-

THE POKE BONNET SELLS CURRENT



The Poke Bonnet X-Ray Reflector is built upon the "sectional" idea. Like sectional furniture, Poke Bonnets can be employed in combinations to fit every possible requirement of window lighting.

They do away with the ungainly special made trough. They are always in stock, can be installed quickly by any intelligent wireman and they give better lighting effects at less cost for current.

Further, the Central Station solicitor with an X-Ray catalogue can give accurate estimate of the cost of any installation, thus being in position to sign contracts without delay necessary in securing quotations on the old style troughs.

From the customers' standpoint Poke Bonnet reflectors are ideal. They give better effect, reflect more light, are readily adjustable and are easily cleaned.

The Poke Bonnet will sell current for you because it makes the lighting of display windows a more attractive proposition than ever before.

Every central station manager and solicitor should know as much as possible about this proposition.

NATIONAL X-RAY REFLECTOR CO.

247 Jackson Boulevard
CHICAGO, ILL.

In writing to advertisers, mention "Selling Electricity."

SELLING ELECTRICITY ADVERTISERS.

tions and printed these pictures on a broad sheet which was distributed widely in the rural districts about the city. The huge sheet of well lighted and attractively decorated stores not only brought many visitors to the city, but won the friendship of the local merchants, for whom it was the best possible sort of advertising.

Wherever a movement stimulating local pride is afoot, the alert commercial man of the lighting company should get busy. He should join the Merchant's Association, do more than his share of hard work, induce his company to lead the procession, and before he knows it, he will have started the ball rolling for a "Great White Way" down Main Street which will mean a revolution in the lighting of the town.

ADVERTISED BY FRIENDS

The Cincinnati Gas and Electric Company, since its acquisition by the Doherty interests is losing no chance for favorable publicity. The schemes and "tricks of the trade" to which the new organization resorts to keep in the public eye would fill a fat volume.

...million brings to light a
that has lasted a quarter of a
... in his will to lift the city of Cin
... in Mrs. Hattie M. Evans of
... a
Mrs. James Munster, Cincinnati
Girls take your hat pins for the Coney
steamer ride—big wind on the high
... ..

STORE OPEN SATURDAY NIGHT UNTIL 10 O'CLOCK

Mabley & Carew Co

7,000 Lights a-Shining

"For the Honor and Glory
of Cincinnati."

**For 30 Years the Store
Has Been a Landmark at
This Familiar Old Corner**

During This Period We Have Never
Been Contented to Stand Still, Always
Bettering, Improving, Advancing and
Keeping a Little Ahead of the Town.

**The Illumination at Night from
Dark Until Midnight Is But an
Illustration of Progressiveness.**

The Brightest Spot in Beautifully
Illuminated Cincinnati.

A GREAT SHOE SALE.

Men's Shoes.
Fish, bench made oxfords in
Russia, French calf and
silk. Regular price
\$5.48

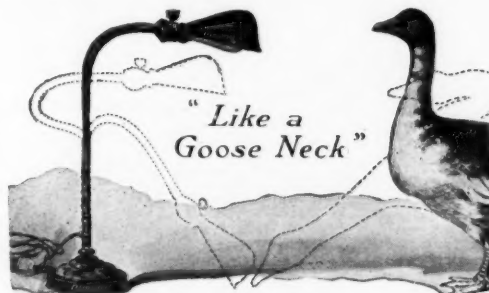
Women's Shoes.
Hanan & Sons' patent calf
kid, matt kid
low cut

The Mabley and Carew Company is one of the most popular stores in town. The fact that they should pay for 11 inches of high-priced newspaper space to advertise their lighting installation, shows that the importance of this feature of their establishment has been impressed upon them.

Almond

**We Will Imprint Your Name on Advertising
Matter for Distribution in Your Territory**

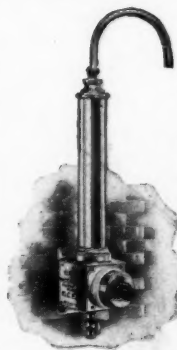
"LIGHT Right Where You Want it" and
"ALMOND Flexo Desk Lamp" are
the titles of two booklets we would like to
send you.



Mail us a Postal today for some of our In-
teresting Literature for Your Display Room

T. R. ALMOND MFG. CO.
83 Washington Street, Brooklyn, N. Y.

Central Stations INVESTIGATE



A thoroughly reliable continuous flow INSTANTANEOUS ELECTRIC WATER HEATER from which water at any temperature from cold to 200 F. can be drawn. Such a compact, sanitary and economical device is just the thing for soda fountains, cafes, hotels, clubs, doctors, dentists, hospitals, barber shops, manicure parlors and the home.

The only successful competitor of the
gas heater which it surpasses in every way.

H. C. K. COMPANY
30 GREENWICH AVE. NEW YORK

In writing to advertisers, mention "Selling Electricity."

SELLING ELECTRICITY ADVERTISERS.



An illustrated magazine of business-getting for Electric light central stations and electrical men generally, devoted to advertising, soliciting, selling plans, the display room, and whatever will tend to increase the interest in, and demand for, electric current for light, heat and power.

Published monthly by
THE C. W. LEE COMPANY,
54-56 Clinton St. Newark, N. J.
FRANK B. RAE, JR., Editor.
BRAD STEPHENS, Advertising Manager.

Subscription price, One Dollar per year.
Single Copies, Ten Cents.

NOTICE.

Advertisements, Changes in Advertisements, and Reading Matter intended for the next month's issue should reach this office not later than the fifteenth of this month.

Vol. 2. AUGUST, 1907. No. 2

THE AD MAN SPEAKS

IF you should tell a grizzly bear that winter is the busy season, he'd hand you back bearse for the horse-laugh. "Nothing to it," he'd say. "I know, because every winter I snuggle down in a nice, warm tree-trunk and sleep. There's nothing doing then."

When you try to tell some advertisers in the electrical trades that summer advertising will bring results, they come back with a superior smile and the same general line of talk. It's pretty hard to argue the point until you have evidence.

During the spring and early summer we hadn't any such evidence, but

In writing to advertisers, mention "Selling Electricity"

Many People Were Surprised

To learn (through our advertisement last month on the back cover of **SELLING ELECTRICITY**) that the Electrical Testing Laboratories had officially declared that refilled or renewed lamps were just as good as new lamps—when the same care and attention are given to their manufacture.

A number of our largest customers proved out for themselves (by actual tests in competition with the best known new lamps) the fact that **STANDARD REFILLED LAMPS** are not only the equal of any lamp made of like candle power, voltage and wattage, but that they show a **LONGER LIFE** and **LESS LOSS OF CANDLE POWER** at the end of 600 hours of continuous burning than their competitors. In a word, are more than making good the decision of the Electrical Testing Laboratories.



Central stations that are to-day paying 18 cents for new lamps when they can buy **STANDARD REFILLED LAMPS** for 12 cents, will do well to consider whether a saving of 6 cents on every lamp they buy is any object to their company. The decision of the Testing Laboratories (a decision the publicity of which should be credited to the Standard Electric Lamp Company) together with proven tests establishes the fact that the only difference between **STANDARD REFILLED LAMPS** and new lamps is a difference in price.

Although at one-third less in price, we believe that the experience of our largest customers justifies us in saying that **STANDARD LAMPS** are the **BEST LAMPS** in the market to-day.

If others are buying **STANDARD** lamps, and pocketing the great saving in cost, **WHY NOT YOU?**

Write to-day for a trial order and test them out for your own satisfaction.

Standard Electric Lamp Co.

123 Van Buren Street,

NEWARK, N. J.

(Copies of the Testing Laboratories Decision mailed on request.)

SELLING ELECTRICITY ADVERTISERS.

now we have some that ought to make every advertiser, even you, take a look. Here it is:

In our June issue we published a full-page advertisement for the Unique Art Glass and Metal Company of Brooklyn. In June and July this company's ad was a full page.

THEY RECEIVED ALMOST THREE HUNDRED REQUESTS FOR CATALOGS AS RESULT OF THESE THREE ADVERTISEMENTS IN SELLING ELECTRICITY.

Three hundred replies—can you you beat it? Did you ever get an average of one hundred replies a month from ANY ad you ever published in a trade paper?

Don't think me afflicted with swell-head because I gloat over this record. It's a record to be proud of—a record that no other paper in the field can equal. I'll grant SELLING ELECTRICITY is a young paper. I'll grant we haven't the AMOUNT of circulation other papers have. But when it comes to RESULTS, to *bona fide* inquiries from the men who do the BUYING, then I raise my voice with the best of them.

And why do we get results?

Because SELLING ELECTRICITY appeals to the most progressive men in the central station field. The has-beens and never wassers don't read it. Students and dynamo-tenders and linemen and boys and draughtsmen don't read it. The men who read SELLING ELECTRICITY are the live, aggressive, red-blooded hustlers who are LOOKING FOR PRODUCTS THAT WILL HELP THEIR BUSINESS. If your product will make money or save money for the lighting company, our readers want to know about it. It will pay you to tell them.

In writing to advertisers, mention "Selling Electricity."

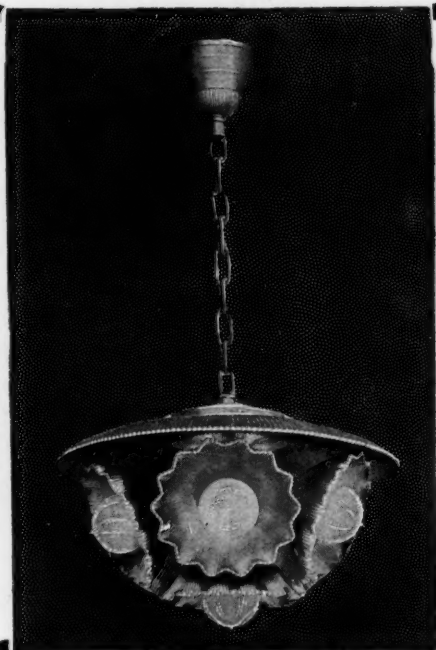
HOLOPHANE ARCS

MADE FOR

GEM

STANDARD and
TANTALUM LAMPS

Let us show YOU.



PATENT APPLIED FOR

**Superior to Arc Lights.
Photometric tests prove this.
Eliminates cost of trimming
and maintenance.**

Write for Full Information to

HOLOPHANE COMPANY

SALES DEPARTMENT

227-229 Fulton St.

New York

BOSTON

PHILADELPHIA

CHICAGO

SAN FRANCISCO

SELLING ELECTRICITY ADVERTISERS.



It Depends Upon the Point of View

BARR



IRON



The central station manager who says there is "nothing in" selling electric flat irons on the Thirty Days Free Trial Proposition, tried it with the wrong iron.

There's nothing in it when the irons come back.

There's a lot of good, fat profit in it when the irons are satisfactory and are kept and used regularly.

BARR-IRONS are satisfactory. The woman who takes one on trial keeps it and uses it. That's the test.

We can prove to you that BARR-IRONS are the BEST irons for you. Are you open to proof?

THE W. J. BARR ELECTRIC MANUFACTURING CO.
CLEVELAND, OHIO



The Haller Interchangeable

The most satisfactory and substantial Interchangeable sign made is the HALLER. Each letter is a separate panel; the panels fit by interlocking joints into a solid steel frame; the assembled sign has the exact appearance of a special made solid back-ground sign.

Both frames and panels are wired. If frequent changes are desired, as, for instance, theatres, an automatic connector will be supplied, so that changes can be made quickly and easily by anyone.

For Sign Rental Business these signs are ideal. They are well designed and of sturdy construction. We furnish them complete or can supply frames and letters as desired, to be assembled by customers.

We have no cut-and-dry "proposition" for central stations but will make one specially to fit your requirements and local conditions if you will write us. We rent these signs or will sell them with return or exchange privilege that makes the "Free Sign" proposition an attractive one for you to take up. Let us show you.

HALLER MACHINE SIGN WORKS

319 S. CLINTON ST., CHICAGO, ILLINOIS

THE
SIGN
THAT
SELLS
ITSELF



In writing to advertisers, mention "Selling Electricity."



BEST REFLECTOR LAMP IN THE WORLD

Gives from 9 to 10 times as much downward light on the same amount of current as any other lamp made. No cumbersome reflectors—no expensive wiring—no special fixtures.

RATING OF
LAMP

4 c. p.
8 c. p.
16 c. p.
32 c. p.

DOWNWARD
LIGHT

clear	25 c. p.	frosted	18 c. p.
"	35 c. p.	"	27 c. p.
"	70 c. p.	"	60 c. p.
"	140 c. p.	"	125 c. p.

The **Germania Reflector Lamp** will help you get window lighting business. It combines lamp and reflector in one unit. Requires no investment for initial installation other than ordinary wiring and sockets.

Write now for samples and prices.

GERMANIA ELECTRIC LAMP COMPANY

(INDEPENDENT OF ANY LAMP TRUST OR COMBINATION)

420 OGDEN STREET

NEWARK, N. J.



B-H

ASK ANY ONE OF OUR

Thousands of Users

what they think of the

B-H RELIABLE Time Switch

Their statements will prove that it is rightly named—RELIABLE.

LET US SUBMIT EVIDENCE

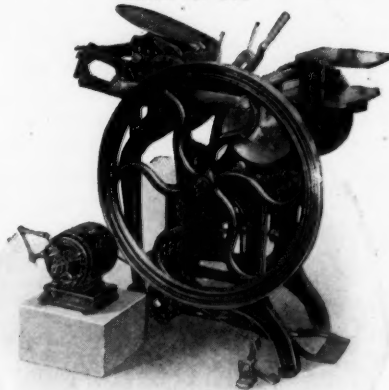
THE BALLOU-HUTCHINS ELECTRIC CO.

37 Weybosset Street

Providence, Rhode Island

KIMBLE-GREGORY VARIABLE SPEED MOTORS

Alternating and Direct Current
FOR PRINTING PRESS DRIVE
No Belts—Friction drive—No Resistance
Any Number of Impressions per Hour
A Money Maker for the Printer and a Business
Getter for You



Prices Right. Send for Booklet X.
WE MAKE FORGED BLOWERS TOO
GUARANTEE ELECTRIC CO. CHICAGO

A Letter From the Roanoke Railway & Electric Co. to the Bureau of Illuminating Engineering.

"I wish to thank you for the valuable service you have rendered this company during the two weeks which you recently spent here in assisting us in the fight we are conducting against the opposition company which recently entered the lighting field in Roanoke.

"The application of your ideas in the matter of giving the consumer the best possible illumination with the least current consumption is proving of much value to us in satisfying our customers, and in that way aiding us in keeping them.

"Had I not seen it done, I could hardly have been made to believe that such results could be obtained through scientific methods as you accomplished, for instance in the furniture store of Thurman and Boon Co., where with an increased current consumption of only about eleven per cent, I believe you showed an increase in illumination of at least two hundred per cent. If Central Stations generally would adopt such methods, I believe it would in a large measure forestall such competition as now confronts us.

"Yours very truly,

J. W. Hancock

General Manager."

We undertake any problems in illumination, whether gas, electricity or tallow candles.

BUREAU OF ILLUMINATING ENGINEERING

437 FIFTH AVENUE, NEW YORK
In writing to advertisers, mention "Selling Electricity."

SELLING ELECTRICITY ADVERTISERS.

Wagner Electric Mfg. Co.

Main Office and Factory - - - St. Louis, U. S. A.

"Two Gazudooks"

MR. CENTRAL STATION MAN:

Supposing you went to buy some shoes, and asked the man the price, and he told you they were "two gazudooks." Now, "two gazudooks" might mean a lot to that man but it would not mean anything to you. That is about the way you try to push the sale of current in your city.

EXAMPLE: A lady comes to your office, wants a flat iron. She asks about operating it, and you tell her "65 watts." Now, "65 watts" means as much to that lady as "two gazudooks" did to you. If you told her it would cost 1½c per hour to run that iron, and back up this statement by showing her on an instrument that the iron did use 1½c worth of current per hour, she would believe your statement, you would make your sale.

We make a combination portable lamp testing volt wattmeter with the scale plotted in cents per hour and it is just what you should have for backing up your statements.

Write for booklet "M."

Do You Know It All?

If you do, you are the only man in the
central station field who doesn't need
SELLING ELECTRICITY

BETTER GET AMONG THE LIVE ONES BY SUBSCRIBING NOW

ONE DOLLAR A YEAR

SELLING ELECTRICITY

54 CLINTON STREET

NEWARK, N. J.

In writing to advertisers, mention "Selling Electricity."

SELLING ELECTRICITY ADVERTISERS.



For the Man Who Sells or Directs—

In other words, for the man who is a producer—a business builder. Our Course in Scientific Salesmanship is for every such man. Because our course is a practical science of business building; because it makes men stronger in every way; because it leads directly to more sales, greater profits, bigger business and better business. Because it will multiply any man's earning capacity by 2.

Not all the salesmen are "on the road." ANY MAN WHO DISPOSES OF GOODS OR SERVICE AT A PROFIT IS A SALESMAN" no matter whether he does his work "on the road," across a counter, from house to house, or from office to office; whether he sells shoes, machinery, clothing, sugar, advertising, real estate bonds, telephone service or electricity.

And the man who directs, either as proprietor or as an employee in an executive position is simply a salesman on a big scale. He is trying to build up a business, trying in a hundred ways to make more sales possible, sweating to make two dollars grow where only one has grown, striving to increase the MARGIN and the VOLUME of his PROFITS.

We can be of help to all such men, the men who are fighting the bloodless but heroic battles of business. We have lent telling aid to 23,500 already, and the Sheldon army keeps on growing by leaps and bounds.

Nearly a thousand concerns in the United States have increased their SELLING EFFICIENCY by encouraging employees to take the Sheldon Course.

A sale is a mental thing or process—the intelligent co-operation of one mind with another. Every sale must surely be brought about, therefore, not by technical knowledge alone, but by the POWER OF PERSUASION—the ability to persuade another to your way of thinking. You must lead the customer along certain mental paths until his mind reaches the conclusion you want it to reach. That is salesmanship. Now, the POWER TO PERSUADE is the result of a MASTERFUL PERSONALITY, and of that only.

The Sheldon Course develops the personality that gives persuasive power, and it does so by teaching six things:

Character Building, Health Building, Character Reading, Business Logic, Business Psychology, General Business Topics.

This wonderful power to create business—this masterful personality that PERSUADES, comes as the natural and inevitable result of the development of the latent forces within the student. All growth is from within outward. All successful men are men of strong personality. AND ALL MEN HAVE THE MATERIAL OUT OF WHICH STRONG PERSONALITY CAN BE DEVELOPED.

Great lawyers, great doctors, great scholars, soldiers, artists, actors, statesmen, are the result of a making process of years—a man-building development. Salesmen can be trained and developed just as other men are trained and developed. The "born" salesman who seems to achieve wonderful success, is simply following unconsciously some of the principles we have formulated. Eighty per cent of our students are veteran salesmen. Successful salesmen gain proportionately as much from our science as the less experienced.

In every normal man there are the latent powers which, if drawn into action, would make him a business success. In you there are such powers, and the Sheldon Course will draw them out, will teach you how to "cash them" into a bigger income, greater profits. And if you are successful now, we say there are no limits set, and that you can be still more successful in proportion as you can master and use our Science of Salesmanship. If we can help such men as give testimonials on this page, might we not help you? If we can help a thousand of the best firms in America, might we not help your firm?

Mail the card today and learn more. We teach by correspondence.

The Sheldon School
1060 Republic, Chicago

In writing to advertisers, mention "Selling Electricity."

Splendid Increase

After taking your Course there was an increase in my sales each month, the lowest increase being 39 per cent and the highest 327 per cent. Besides the increase in gross sales I can report better goods sold than before. I do not hesitate to recommend your Course.—Chas. M. Falconer, 5 and 7 North Gay Street, Baltimore, Md.

Big Money Returns

I am enthusiastic over the value of your instruction in salesmanship, and my selling capacity and earning power has increased by fully 300 per cent.—Chas. G. Fosberg, 310 Carol Street, Vancouver, B. C.

Helped Sell "Jap-a-lac"

Our salesmen have expressed themselves as being very much benefited by your Course and state they have obtained information which has been very valuable to them in their work. We think that every concern which employs salesmen should insist upon its men taking this Course.—F. A. Glidden, Vice-Pres., The Glidden Varnish Co., Cleveland, Ohio.

THE SHELDON SCHOOL

1060 Republic Bldg., Chicago

Please send me more information about your Course, I am interested specially in the subjects I have checked below.

..... Salesmanship Self Development
..... Ad Writing System and Costs
..... Business Logic Self Education
..... Business Psychology Science of Retail
..... Promotion Merchandising

Name

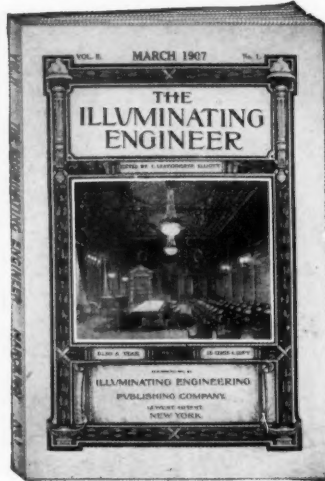
Address

Town State

Position Business

All instruction by correspondence.

**Sell
Light
and**



**Sell
it
Right**

In the race with PROGRESS the SOLICITOR FOR LIGHTING CONTRACTS has one thing before him—first, last and all the time—and that is the necessity for a thorough knowledge of his selected field of operations. While there are always to be found some few who can “get away with a customer” by superficial treatment, the best customer (which means the satisfied customer) is the one who has been given the best service.

THOROUGH KNOWLEDGE OF ONE'S BUSINESS IN PRINCIPAL AND PRACTICE is the one element most necessary to success in salesmanship, whether one be selling putty, prunes, pyramids, or illumination. The man who knows his business, and knows that he knows his business, can make the prospective customer know it, too.

A THOROUGH KNOWLEDGE OF ILLUMINATION can be secured in no way more easily and directly than by a systematic and purposeful reading of

THE ILLUMINATING ENGINEER

If you are in the race with PROGRESS in illumination, subscribe to THE ILLUMINATING ENGINEER and you will surely win.

ONE DOLLAR AND A HALF A YEAR

THE ILLUMINATING ENGINEER

12 West 40th St.

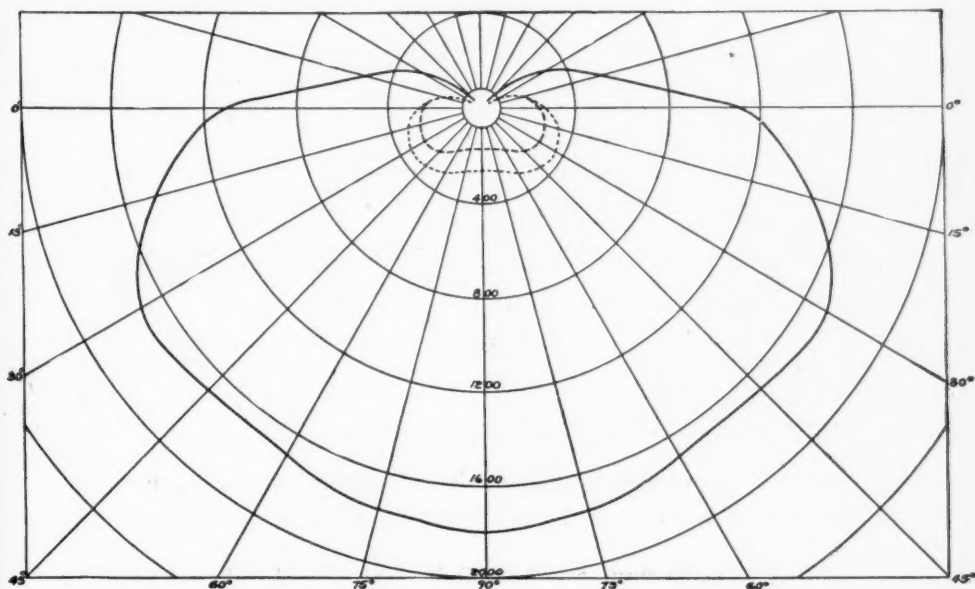
New York

The Helios Flaming Arc Lamp

In designing and making arc lamps it has ever been our object and policy to produce the best light, to give our customers illuminating results, with an absence of complications and minimum operating expense.

The experience gained in 17 years of arc lamp development is behind every Helios lamp whether enclosed or flame type.

The distribution of light from three of our various types is depicted below :



---	STANDARD	5-AMP.	110 Volt Enclosed Lamp,	80 Volts at arc.	Bulletin 26
.....	CONTINENTAL	5-AMP.	" " " " " "	97 " " "	29
—	HELIOS FLAME LAMP,	550 Watts,	42 Volts at arc	"	40

HELIOS MANUFACTURING CO.

Main Office and Factory, Bridesburg, Phila.

New York Office, 18 E. 42nd St., Mr. F. S. Gassaway, Mgr.

Boston Office, 630 Washington St., Mr. Starbuck Sprague, Mgr.

AUG 28 1907
AUG 28 1907

SELLING ELECTRICITY ADVERTISERS.

W A N T E D !

SOLICITORS

POWER MEN

CONTRACT AGENTS

We Can Place Seven Contract Agents

One in Ohio—one in North Dakota—one in New York State—one in Georgia—one in Rhode Island—one in Indiana—one in Wisconsin.

We Can Place Nine Power Solicitors

One in Maryland—one in Delaware—one in Louisiana—three in New York State—two in Canada—one in Georgia.

We have openings for a large number of light solicitors in Delaware, New York, State, Georgia, Wisconsin, Rhode Island, Massachusetts, Kentucky, Pennsylvania and Tennessee.

We are anxious to get in touch with men who have made good in the past and who can make good in broader fields.

These opportunities are open to you if you have the proper experience, but they will not wait.

WRITE NOW TO

The Electric Solicitors' Exchange

56 Clinton St., Newark, N. J.

In writing to advertisers, mention "Selling Electricity."



UNABLE TO FIND FAULT With the Type K

TYPE K METERS ARE BUILT FOR PRACTICAL SERVICE

They are strong, light, compact and symmetrical. They stand up under the most extreme conditions of operation, registering accurately and continuously from extremely light loads to heavy overloads, despite variation in frequency, voltage or wave form

TYPE K METERS ARE BUILT FOR PRACTICAL SERVICE

That is what the practical manager wants—service. It is all right to theorize on the subject of meters but when it comes to trusting your output to a theory, that's another matter.

The object of a meter is to measure current, in any old conditions and all sorts of circumstances. The test of a meter is continuous service—continuous PRACTICAL service.

TYPE K METERS ARE BUILT FOR PRACTICAL SERVICE

FORT WAYNE ELECTRIC WORKS

"WOOD" SYSTEMS

FORT WAYNE, INDIANA



Another Nernst Victory!

MARSHALL FIELD & CO.'S 38-Acre Store

THE LARGEST AND
FINEST STORE IN
THE WORLD,
has adopted

NERNST LAMPS

REPLACING 40,000
INCANDESCENTS,
after having thoroughly
tried out all available
systems.

NERNST LAMP COMPANY, PITTSBURG, PA.

To the Central Station Commercial Manager

We are in a position to supply you without charge, experienced commercial men, contract agents, power experts, and solicitors.

We are in touch with men of wide experience under varied conditions. Men who have made good but who are anxious to broaden their field.

If you are short handed, or if you feel that your territory can stand more active canvassing, or if you have any man on your force who doesn't fit, call on us and we will place our resources at your disposal.

— WRITE —

THE ELECTRIC SOLICITORS' EXCHANGE

56 Clinton Street

Newark, N. J.

